SOUTHERN AUTOMOTIVE OURNAL

PASS IT ON!

OWNER GEN. MGR.

SERV. MGR.

FOREMAN

June, 1953

Contents, Page 45

GIVE YOUR CUSTOMERS

new life... new oil economy... thousands of extra miles...

WITH

PERFECT CIRCLE

2 in 1 chrome piston ring set

Optimizapiatore, ricpo recursed double Rfo because colled chrome realists wear yer entire cross



Perfect Circle's 2-in-1 Chrome Piston Ring set is the truly modern piston ring equipment that sends compression and controls oil for over twice as long as old style rings. Seats faster than unplated rings!... no break-in period required! And only 2-in-1 furnishes an alternate HiPresoure spring with each strong oil ring to essure restricts oil

control even in badly worn cylinders

Pon't settle for less for your custom ers! Recommend 2 in 1 for every re-ring job...and protect yourself against comebacks with its superior performance! Perfect Circle Corporation, Hagerstown, Indians; The Perfect Circle Co., Toronto, Ontario.



The standard of comparison



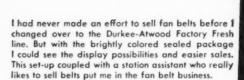
* 70 A WEEK PROFIT on Factory Fresh V-BELTS

Selling Durkee-Atwood Factory Fresh V-Belts is not only profitable, but a genuine pleasure for Ray Holm and his station assistant. Just a short time for either man to make a replacement and the motorist is on his way with the assurance that he has purchased a guaranteed Factory Fresh belt. He knows it because he can witness the proper belt being selected from the improved with the selection of colorful scaled packages and the selection.

pressive display of colorful, sealed packages and the seal broken before his eyes.

There's no delay in finding the right belt either, because printed on the outside of these unique packages is complete replacement information by cross-reference with other popular belt numbers and by car make and model.

Every day, dealers from coast to coast are changing over and proving to themselves that it's easier and more profitable to sell Durkee-Atwood Factory Fresh V-Belts. Mail the coupon below for the complete Factory Fresh story and the name and address of your Durkee-Atwood jobber.



I've been selling Durkee-Atwood Factory Fresh Belts now for four months and last month I took a check on sales and found I am averaging a weekly profit of about \$70. I'm doing this kind of fan belt business, yet I'm a block off the main highway.

How do we do it? We raise the hood on every car that enters our drive unless it's bolted down. And we keep our eyes open, always looking for a worn fan belt. If the belt needs replacing we bring the new one out in its sealed factory fresh package and open it in front of the customer. In this way he is guaranteed a fresh, new belt and he feels good about it. It beats bringing out a dirty, dusty, shopworn belt that the customer isn't sure is new.

Practically all the fan belts we sell go on the car. We don't push spares because we like to get the new belts on and running sooner.

> Ray Holm, Prop. Washington Texaco Service Corner 2nd and Washington Mankato, Minnesota



Mr. Holm Adds D-A

Recently Mr. Holm added an attractive display of the new Durkee-Atwood Kwik-Fle Automotive Hose to his auto accessory stock The complete set comprises only 18 sizes, th total required for all 1936-53 passenger capplications. Bends, stretches, compresses fo easy installation without special tools. Molde rubber hose ends.

DURKEE-ATWOOD COMPAN

RUSBER AND CHEMICAL PRODUCTS SINGE 1910

MAIL THIS COUPON TODAY!

DURKEE-ATWOOD CO., Dept. SA-6

Minneapolis 13, Minn.

Name ____

Address

City______State.

Here's a Deal on PERMATEX TOON-OYL

you buy this

(One case of Permatex "Toon-Oyl")

you get these FREE-

(Six lovely "Show Dog" tumblers.)





Look at this! Six 10-ounce "Show Dog" tumblers absolutely free for buying just one case of either pints or quarts of Permatex Toon-Oyl... The best engine oil additive there is! One case? Why you'll want to take three or four when you see these frosted glass tumblers. They have safety edges and are decorated with beautiful popular dog reproductions. Just the thing for entertaining—the kids love 'em too!

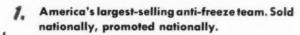
No catch! The deal is free. You pay the regular price and get your usual discount from your jobber on Permatex "Toon-Oyl." Act now! Only available as long as supplies last. Tell your jobber salesman or your Permatex man that you want this deal quick. Special offer #244 (24 pints) or Special Offer #245 (12 quarts.)

Toon-Oyl "3-way action" improves engine performance. (1) Dissolves carbon gum deposits, (2) Retards acid action. (3) Strengthens oil film. Use Toon-Oyl before all mechanical tune-ups. A good resale product too!

PERMATEX COMPANY, INC., Brooklyn 35, N. Y.

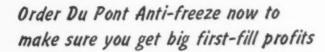
Over 50 Chemical Products for Better Automotive Maintenance

6 good reasons why you should be a Du Pont "Zerone" and "Zerex" dealer



- Z. Top promotional support—"Du Pont Anti-freeze Week" strongly advertised in your locality.
- 3 Attractive, certain profits*
- Sound marketing policies—consumers are directed to you for complete car service.
- Freedom from service complaints. Du Pont Antifreezes contain a chemical inhibitor—troublefree, no separation.
- 6. The selling power of the name Du Pont—quality, public acceptance . . . "Better Things for Better Living . . . through Chemistry."

"Zerone" and "Zerex" are fair-traded in states having Fair Trade laws.



If the first freeze catches you without adequate anti-freeze supplies, you'll lose business (business you may never get back!). Ordering early is common-sense self-protection. You are fully protected against any price decline. Take delivery now—or in the Fall.



DU PONT "ZERONE"

America's great moneymaking anti-freeze

DU PONT "ZEREX"

The outstanding premium anti-freeze



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices, 808 Feachtree St., N.E., Atlanta 5, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates. United States and Possessions, \$1,00 per year, Canada and Foreign Countries, \$10.00 per year,

Biggest Bargain for any Engine!

Makes any oil move faster...makes any engine last longer...guarantees better and smoother performance...for only 85¢



Here's a quick, easy, inexpensive nonmechanical tune-up, which all your customers will buy and appreciate. Just run Casite through the air-intake, or add it to the gasoline, and add Casite to the crankcase oil.



Casite quickly gets rid of gum and geo... frees sticky valves and rings...lets the power zoom through. Continued use of Casite keeps the engine clean, free-running, powerful.



And that's not all. Casite makes any oil a faster oil, makes any engine last langer. Even in warm weather, finest oil is cold and slow for the first few miles. Casite makes that cold il move fast—tests show it speeds the flow of No. 20 oil 29% at 70°F., more when the engine is colder.



And though the oil is more fluid in cold maters, it has normal body in warm motors, so the engine gets proper lubrication at any temperature.

Recommend Casite for every engine, new or old, all year 'round . . . for guaranteed Better and Smoother Motor Performance or Double-Your-Money-Back . . . for much longer life.



America's Newest Finest Upper Cylinder Lubricant!

Here's a brand new, easy-to-use plus-profits item needed by every engine all the time. Caslube is compounded especially for upper cylinder lubrication and top oilers. Just add it to the gasoline. Retails profitably at only 25c.

CASITE DIVISION, HASTINGS MFG. CO., HASTINGS, MICHIGAN
Casite, Caslube, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters

sell Soundmaster

MUFFLERS THAT

Coundmaster

● For each make and model you service, your NAPA Jobber can supply a Soundmaster Muffler engineered to fit that car—all three ways. For fast, high-profit installations, precision MECHANICAL fit! For long-lasting, full-range noise control, Soundmaster ACOUSTICAL fit! For low back pressure and high engine output, engineered HORSEPOWER fit! Next muffler job you have, install the muffler that really fits the car and all its requirements. Install a Soundmaster!

DE KOVEN MANUFACTURING COMPANY - RACINE, WISCONSIN

Soundmaster

MUFFLERS, PIPES, ACCESSORIES /



Mechanical

Exact and uncompromising
—for fast installations on
each make and model

2 Acoustical Fit

For full-range noise control

"'comfort-level" quiet at
all speeds and loads

3 Horsepower

Always within correct back pressure limits—for all the power the car can deliver



FITZGERALD ALUMINUM-FUSED-OXIDE GASKETS STEEL ASBESTOS

STAND the GAFF

NAPA SYRACUSE WAREHOUSE, INC. SYRACUSE 3, N. Y.

Earch 14,1953.

Mr. O.F.Canfield Fitzgerald Manufacturing Co. Torrington, Connecticut

We have been having some difficulty with 0463 Copper Gaskets used on the city Flest of Twin Goach Buses.

The average mileage possible on the 0463 Copper is around 6000 before the gaskets fail. Some of the 0463 of Aluminized Steel have gone in excess of 88,000 miles before needing replacement. C DOCE OF ALL

reform to you are standard or

FITZGERALD Metallic Aluminum-Fused-Oxide Steel Asbestos GASKETS pay off in freedom from costly gasket failures. Over 88,000 stop-and-go city bus miles before needing replacement! That's performance plus for a gasket under the extra strain of a modern high compression engine in a city bus fleet. FITGERALD GASKETS

Very Truly Yours,

NAPA SYRACUSE WAREHOUSE

L.L.Clark, P.A.

will pay off for you.

GREASE RETAINERS • CORK GASKETS FITZ-RITE TREATED FIBER CASKETS FOR OIL, GASOLINE AND WATER CONNECTIONS COMPLETE SETS FOR MOTOR REBUILDERS

THE FITZGERALD MANUFACTURING CO.

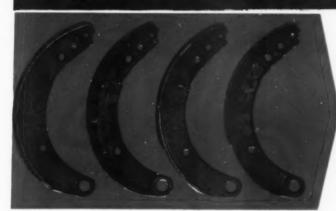
TORRINGTON, CONNECTICUT

Canadian FITZGERALD Ltd., Toronto, Canada . Branch and Warehouse, Los Angeles, Calif.; Chicago, III.

IS LIFE-OF-CAR BRAKE LINING HERE?

Can Auto Users Expect 50,000 to 100,000 Miles?

Can Brake Mechanics NOW Guarantee 40,000 to 50,000 Miles?



MOUNTAIN MASTER BRAKE LINING TEST—44,451 MILES—1/3 WEAR TEST CAR: Chrysler 1950 "TOWN & COUNTRY." Original thickness of lining above rivet heads .125 illustrated by shoes 1 and 3. Average wear..042 or 33 1/3% after 44,451 miles, illustrated by shoes 2 and 4. LIFE EXPECTANCY with same wear factor 120,000 miles. Those are facts—not fiction.

The tremendous and ever increasing demand for LASCO SUPER BLOX brake materials, in spite of higher prices, over a period of 10 years has testified to the superior quality over all others in performance and economy

NOW COMES THE PROOF from all sides that LASCO SUPER MOUNTAIN MASTER TYPE LASTS from 50 to 100 thousand miles on 90% of all automobiles—and even that tremendous mileage is by no means the limit.

SEE BRAKE SHOES with lining on left, with fractions worn and original thickness of lining. THESE SHOES and LASCO MOUNTAIN MASTER LINING were taken from a heavy 1950 Town & Country Chrysler with 44,500 miles. PLEASE NOTE lining is 1/3 worn out and on this wear basis would run 120,000 miles. Hundreds of similar records are on file and proof will be cheerfully given to any interested investigator.

WRITTEN GUARANTEE ISSUED

No brake adjustment after installation of LASCO SUPER BLOX MOUNTAIN MASTER TYPE in 15,000 miles is common on passenger cars, and LASCO brake shops will hereafter issue mileage guarantees on all SUPER BLOX reline jobs for passenger cars in normal use up to 50,000 miles.

ASK ABOUT THIS PHENOMENAL BRAKE MATERIAL



BONDING BLOX





BONDED SHOES



DRILLED BLOX

SAN FRANCISCO SALT LAKE CITY 98 - 12th St. 541 So. State St.





LASCO BRAKE PRODUCTS CORP., LTD.

SEATTLE 714 E. Pike

St. Louis 2131 Locust St. FORT WORTH 910 Florence St Oakland 2615 Magnolia St. Pittsburgh

Memphis

Kansas City 1630 McGee St. Los Angeles 807 E. Bih St.

KANE SACRAMENTO





LAHER INDUSTRIES





PORTLAND V. 15th & Davis

NEW! Enamel Combination



...DRIES DUST FREE in 10 to 15 MINUTES!



- New Fast Drying Combination requires NO EXTRA EQUIPMENT!
- **NO ANNOYING ORANGE PEEL!**
- MORE PAINT JOBS PER DAY!
- ASK YOUR R-M JOBBER!

RINSHED-MASON CO.



5935 MILFORD AVENUE, DETROIT 10, MICHIGAN

1244 N. LEMON STREET, ANAHEIM, CALIFORNIA

In Canada: Standard Paint & Varnish Co., Ltd., Windsor, Ont.

Manufacturers of passenger and commercial car lacquers, enamels, primers, surfacers, tinting colors, thinners, removers, rubbing compounds, etc.



THE MOOG COIL ACTION SERVICE KIT Contains the Following Helpful Materials:

- 1. 41"x43" Wall Chart, showing exploded groups of front end parts on all cars (under separate cover)
- 2. Moog Coil Action Streamliner Catalog
- 3. Moog Booklet on Coil Action
- 4. Moog Booklet on Leaf Springs
- 5. Coil Spring Wall Chart
- 6. Inventory Sheet
- 7. Suggested Parts Stock
- 8. Service Information
- 9. Coil Spring Display Card
- 10. More \$\$\$ in Front End Work

A complete package to help you get your share of this profitable Under-the-Body Repair business.

USE THIS HANDY COUPON FOR FREE KIT

MOOG INDUSTRIES, INC. 6655 Easton Ave., St. Louis 14, Mo.

Please send me one Moog Coil Action Service Kit.

FIRM ...

INDIVIDUAL

STREET

CITY

TYPE OF ALIGNMENT EQUIPMENT

JOBBER

SOUTHERN AUTOMOTIVE JOURNAL for June, 1953

Want more facts? Use Reader Service Card page 118

V-Cleansers

Give your clean-up crew
a fair chance to work with V-C Cleansers.

Look at the results. Then ask your men to tell you
why V-C Cleansers are better. Such a
test will convince you that V-C's quality,
economy and special granulation
are advantages unmatched by any other
cleaning compounds you have ever used.

Here are the facts about QUALITY Van Tra

V-C mines and manufactures most of the raw materials that go into V-C Cleansers. That's your assurance — and our guarantee — that V-C Cleansers are made of the finest ingredients available. Careful formulation and rigid manufacturing controls blend these top-quality raw materials into cleaning compounds of the highest quality to give you better cleaning.

Here are the facts about ECONOMY

V-C laves money by producing most of its own raw materials. These savings are passed on to you in two ways: First, V-C Cleansers contain higher percentages of the result-giving ingredients that mean better, safer cleaning. And second, V-C Cleansers cost no more than ordinary cleansers. By buying from the manufacturer of basic ingredients you get greater value.

Here are the facts about GRANULATION

New V-C Cleansers are granulated to a uniform particle size to assure physical uniformity. This means no caking, no dusting, less waste and easier use in hot or cold, hard or soft water. The granules stay separate and easy to handle, dissolve quickly and start cleaning immediately. You get easier cleaning.

Get all the Facts about V-C Cleansers

Learn how Cleaning can be a Happy Job

put the Spark in Sparkle

HERE ARE V-C AUTOMOTIVE CLEANSERS

V-C ZIP Heavy-Duty Steam Cleaner

Unsurpassed for steam cleaning or vat cleaning heavily incrusted and greasy equipment. Should be used on tough surfaces where maximum cleaning power is needed. Excellent for stripping paint.

V-C JET* Medium-Duty Steam Cleaner

Specially formulated for general, all-round use. Will not clog steam coils, pumps or hose nozzles. Actually dissolves previously deposited lime scale. Excellent for vat cleaning and metal degreasing.

V-C QUICK® Light-Duty Steam Cleaner

Provides strong cleaning action without the unpleasant effects of caustic alkali. Safe to use on magnesium and aluminum parts, its vapors are harmless to operator and surface. Also ideal for use as a mild yat cleaner.

V-C CEL Water Conditioner

Conditions and softens hard water. Makes steam

cleaning more efficient in hard water areas and helps protect equipment. Should be added direct to solution tank of your steam cleaning machine.

V-C FIT* Car-Washing Compound

Non-streaking, high-sudsing, safe to use on delicate waxed finishes and on upholstery. Instantly soluble, works well in hard or soft water, is ideal for production line techniques in car-washing.

V-C ROY® Concrete Cleanser

Specially formulated for cleaning garage floors, service station aprons, machine shops, etc. Decidedly economical, 100% active, leaves a pleasant pine aroma, is readily soluble in cold water. Ideal for day-to-day use.

V-C TUFF* Heavy-Duty Concrete

Superlative for removing really heavy deposits of oil, grease and dirt from concrete, cement and metal. Ideal for cleaning grease pits, shop floors, grease-caked machinery . . . excellent for cleaning white wall tires. Free-rinsing, fortified with aromatic pine oil. Safe on metal . . . will not harm rubber . . . non-flammable . . . leaves concrete white.

*Reg. applied for



MAIL THIS COUPON TODAY

VIRGINIA-CAROLINA CHEMICAL CORPORATION Chemicals Division • 401 E. Main St., Richmond B, Va. Without cost or obligation, please send me complete information on new, improved, granulated V-C Cleansers. NAME FIRM STREET

Announcing the NEW

SPARK PLUG
INDICATOR

This pressure test indicator shows relative operating efficiency of used plugs compared with new ones—indicates when used plugs need replacement.

Sturdy, one-piece body features

- deep well spark view chamber
- flip-flop connector arm
- easily read indicator dial
 - 4 bolt holes for bench mounting

THIS "SPARK PLUG SALESMAN" WILL QUICKLY PAY FOR ITSELF IN INCREASED SPARK PLUG SALES



When You Recommend New Spark Plugs

Self the One that's
Original Equipment on
Nearly as Many New Cars as
All Other Makes Combined

The Only
SPARK PLUG
WITH PATENTED
INSULATOR



AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

SOUTHERN AUTOMOTIVE JOURNAL for June, 1953

Want more facts? Use Reader Service Card page 118

. 13



another reason
why Mechanics
Everywhere prefer
BOWER
bearings

the double lip design...

This Bower straight roller bearing is miles ahead of the ordinary bearing with retaining ring. Besides keeping rolls aligned, Bower's double lip construction absorbs the occasional thrust loads that would cause ordinary bearings to fail. Remember when you buy bearings—it's BOWER for dependability!





Other top-quality favorites in the Bower line: At right, famous Spher-O-Honed tapered roller bearing; at left, journal roller assemblies, for lightload applications in limited bearing space.



YOU CAN'T BEAT
FEDERAL-MOGUL AVAILABILITY

Get Bower replacement roller bearings through your Federal-Mogul Jobber . . . another Federal-Mogul Service I

Ask your Federal-Mogul Jobber!

FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN



Mw with Exclusive

TRI-LOY GRIDS



"COLEDOX" Reg. U.S. Pat. Off.
"TRI-LOY" T.M. Reg. app'd for

That Increase Battery Life 50%

TRI-LOY**is an exclusive new PRICE formula, produced in our own smelting plant, that is now used in casting all Thor grids. It increases battery life by 50% or more because it prevents corrosion caused by over-charging . . . the greatest single cause of battery failure today.

COLEDOX* is another exclusive PRICE development. This special oxide yields higher capacities, increases shelf life and improves zero starting by 20% or more.

DOUBLE INSULATION: Top lines in all groups of Thor Batteries are double insulated with high grade wood separators and glass fibre retainer mats, which greatly prolong battery life.

IMPROVED CONTAINERS: The latest types of hard rubber and plastic containers are available. These provide maximum protection against heat, cold, vibration, impact, leakage and acid corrosion... greatly increasing battery life. NEW CELL COVERS: Developed and produced by our own Rubber Division, they insure the greatest possible resistance to breakage.

NEW SEALING COMPOUND: The same compound developed for and specified by the Armed Services to withstand extremes of both heat and cold.

SPECIAL GRID FEET: These provide extra space below the grids to safeguard against premature failure from short circuits.

Are you getting these top quality features from your present supplier? Get the complete facts about the famous Thor line... backed by 35 years of experience in building fine batteries. Write today.

the greatest selling force in reaching over 62,000,000 different people within a year ... many thousands in your own territory.

Complete Program display of Selling Aids!

Chargers, stock boosters, stands, signs, folders, blotters, sales stands, signs, folders, program interature, manuals, newspaper ads literature, manuals, newspaper ads everything you need to sell and everything you need to sell and service Thor Batteries.

PRICE BATTERY CORPORATION, Hamburg, Pa. ATLANTA, GA.

35 Years Experience in Building Highest Quality Batterie



What a Contest.

\$50,000 WORTH OF PRIZES for U.S.I. PERMANENT ANTI-FREEZE DEALERS AND THEIR EMPLOYEES in U.S.I.'s great \$50,000 Prize Contest!

(Contest not open to the general public!)

Get an eyeful of these prizes!

2-Week Air Tour of Europe for Two!

10 Nash Ramblers Completely Equipped, any model!

22 RCA DeLuxe TV-Radio-Phono Consoles!

44 Prizes, \$100 Each!

Here's how you can win: Finish this sentence—following the Contest Rules—in 25 words or less: "Mr. Motorist, Get U.S.I. PERMANENT Anti-Freeze, and get it early because . . ." You just write what you think are the best reasons to give car owners for buying U.S.I. PERMANENT Anti-Freeze and for buying it early in Fall.

Here's how we help you: All U.S.I. dealers will receive the "U.S.I. PERMANENT Anti-Freeze Contest Book." It gives valuable information, including Contest Rules, that can help you win a Contest Prize. If you have not received your copy of Contest Book and Contest Entry Blanks, ask your jobber for them!

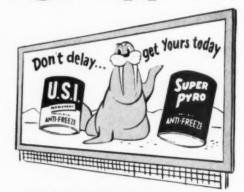
What Advertising Support!

The strongest selling-story behind any Anti-Freeze! U.S.I. PERMANENT is the world's safest anti-freeze! Contains *more* ethylene glycol; plus Special Inhibitors, a top trade secret.

The broadest National Advertising coverage in anti-freeze history! Big-space U.S.I. ads run in 17 big-time magazines—the longest list you ever laid eyes on!

The heaviest Local Advertising barrage ever set off by U.S.I.! A hard-hitting combination of TV, Billboards and Radio will reach practically every motorist in U.S.I. territory!

Warning against re-use of old Anti-Freeze is featured in U.S.I. advertising, quoting U.S. Government scientists. This alone can increase your sales 40%, by recapturing the 40% of the market now lost through re-use!



Intensive 2-month Billboard Campaign aims straight at the motorists in your tewn!

For the big anti-freeze season just ahead, now's the time to order your

New Improved U.S.I. PERMANENT

world's safest anti-freeze

U.S. INDUSTRIAL CHEMICALS COMPANY . DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION





HE WANTS IT, PLENTY, BUT...

He's scared of the price and the monthly payment obligations. He's fearful that something might happen to make him lose his investment. You've sold him on the car, but you haven't closed the deal until you've helped him over his biggest hurdle—fear of the financial commitment.

That's when you tell him about Associates' Insured Payment Plan, one of the most helpful and practical sales tools in automotive financing today. You tell him how it makes his time payments for him in case of illness, disability or death. You show him how his down payment's protected

in case of emergencies. You point out that there's no red tape, no complicated signing of forms, no medical examination, and the coverage is effective immediately. You show him how he can buy a car on time and still have peace of mind. That's when you close the sale, when you remove the one biggest obstacle between the buyer and the car he wants.

Take advantage of Associates' Insured Payment Plan. Build your sales, profits and good will with complete Associates financing and insurance. Call on us for full information.



The Old Sage says...

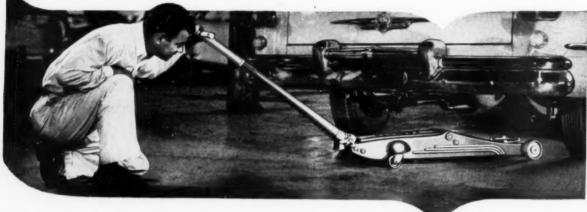
"A dotted line is just a dotted line
—until it's got a signature on it."



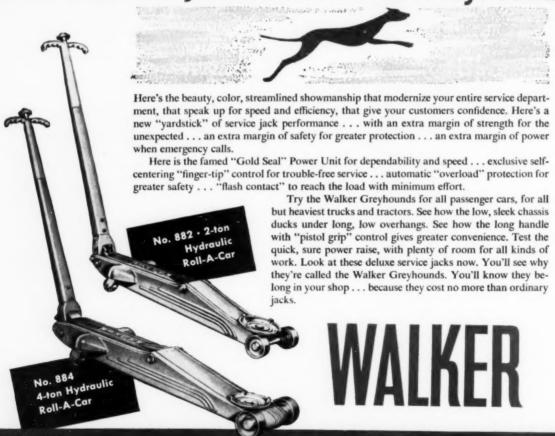
Associates Investment Company Associates Discount Corporation Emmco Insurance Company South Bend, Indiana

Cash in on this proven profit maker _MONROMATIC _ SHOCK ABSORBERS • Thirty-day guarantee of customer satisfaction e Monro-Matics—the sales leader that makes cars ride better than new Small stock serves 95 per cent of all cars e Installation in as little as 10 minutes per shock 2 out of 5 The new Monroe 30-Day Free Ride Plan provides the greatest profit opportunity ever offered the industry. Guarantee makes sales easy for every car that Shock needs shocks replaced-two out of every five cars you service. The sensational new Monro-Absorbers Matic shock absorber gives you a "leader" that makes cars ride better than new. Gives Shock Absorbers must be automatic adjustment for all replaced on modern cars. loads and roads. Lets you sell Soft, whippy springs require "shocks" to give complete sets for more than \$10.00 profit. Dealers now using smooth, safe ride. Many this plan are selling up to 3 states now require regular and 4 sets a week. Get started "shock" inspection for with this moneysafety. Now 24,000,000 cars making plan now. equipped with direct-action 30 DAYS FREE! See your jobber shock absorbers. Millions or write today. more need Monroe easyto-install "Conversion" Sets. Actual tests show you can sell 2 out of every Order this display, today! Package holds balanced 5 customers. set of 4 shocks to fit practically every owner's car. 4 TIMES MORE FLUID

Sleek! Smooth! Fast! Easy



No wonder they're called Walker Greyhounds!





"Pistol Grip" Handle



A new, more comfortable molded handle with dual-control knob to control both handle position and release valves, and with "Easy Positioning" Handle Lock to secure the handle in two upright positions for easy positioning in close quarters.

Plus many other exclusive Walker Features

- "Straight-Line" Drive eliminates side strains on the power ram
- "Silent Speed" By-Pass Valve on the booster pump
- "Air-Bound Proofed" Design to prevent lost strokes
- "Flash Contact" with automatic cutout from booster pump to power pump
- Full "Radial Thrust" Casters
- Dirt Sealed Front Wheels
- Giant Saucer Lifting Cap to handle all types of jobs

leads in JACKS

Jacks - Exhaust Stleucers - Oll riftigs

What's News at Walker

It's true! Only Walker offers a complete line of jacks for every vehicle and every job. Your Walker distributor has the famous Walker *Greyhounds* shown here. See him, and try them, for a great new standard of service jack performance. And while you're looking, see the Walker *Whippets* for quick service on floor or driveway . . . the No. 780 for heavy-duty service . . . the rugged Series 900 portable hydraulics (8 models—from 1½ to 50 tons) . . . and all these other Walker values!



"You can whip it with a WHIPPET"

... say mechanics everywhere. This quick service jack has a 48-inch "Handy Handle" for easy handling, positive control of lowering. Its rigidized "Dreadnaught" Steel Chassis resists twisting and weaving under load. And its "Blue Seal"

3,000 lb. capacity all-steel hydraulic power unit assures a long life of smooth, trouble-free operation. No. 867 with "Radial Thrust" Casters at rear. No. 857, same with wheels at rear.

New Walker Transmission Jack Speeds Shop Work



No. 44 Uni-Cradle handles all automatic transmissions (including Chevrolet "Powerglide") . . . raises and lowers transmission with "Micrometer" accuracy . . . tilts it through a 92° arc . . . "Axis-Rotates" it for accurate, more positive alignment.



Another Service Speeder the famous Walker No. 76

The first completely selfpowered, portable hydraulic one-end lift for all types of under-car service. Often serves as an extra lift when complete lift installation is impractical.

Try 'Em on Your Customers!

And for extra profits without extra effort, put these Walker Passenger Car Jacks in your favorite window. Your customers can't keep from trying the new Walker 400—America's easiest-to-use, safest-to-use bumper jack. They'll try... and buy... the convenient, easy operating "647," the finest of all mechanical bumper jacks. Show Walker Jacks and Accessories for good year-round plus-profits.



No. 400 No. 647



Your Walker distributor is JACK HEADQUARTERS



MODEL 15A CRANKSHAFT GRINDER

A fast, precision grinder with cross-slide heads equipped for grinding on centers. Double-action table traverse. Rapid wheel retraction. 66" capacity. Unequaled for high profit production.



MODEL 85 HEADMASTER HEAD MILLING MACHINE

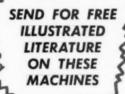
The demand continues to grow for this outstanding machine. One sweep across the head removes .005" to .060" stock ... with POSITIVE CONTROL. No heat ... no dust ... no distortion. Talk about speed with accuracy! Just ask one of the lucky shop owners who have gotten delivery! No more guesswork head grinding for them.



MODEL 75

CAMSHAFT GRINDER

The newest machine tool sensation for engine rebuilders and parts supply shops. Regrinds camshafts up to 100 inches. No other machine like it today! Proved for high precision, high production and high profits.



The powerful agitation of Turbo-Blast machines plus the right solution makes cleaning problems fade away. Engine blocks and parts are quickly cleaned with amazing results. Turbo-Blast cuts cleaning costs in half! We can prove it... ask us.



THERE'S A TURBO-BLAST PARTS WASHING MACHINE FOR EVERY CLEANING NEED!

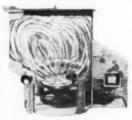
MODEL JR. 20 Cleans approximately 40 lbs. parts. 1/3

H.P. 20 gals. solution.



MODEL JR. 60

Fast for one block or basket of parts. 2 H.P. 60 gals. solution.



MODEL 42

For cleaning motor blocks and large parts. 5 H.P. 110 gals. solution.

All Turbo-Blast Models Have Powerful Agitator Principle!

STORM-VULCAN

INCORPORATED

2225 BURBANK ST.

DALLAS, TEXAS

Why risk re-using this . . .

ROD BORES
GET OUT-OF-ROUND
AND OVAL-SHAPED
IN SERVICE

When it should look like this.

BORES MUST

BE TRULY ROUND

FOR EVERY

OVERHAUL JOB



To be sure of true, round rod bores ... for rods that are right in *every* detail—there's just one answer...

USE FEDERAL-MOGUL EXCHANGE INSERT

CONNECTING ROD SERVICE — EVERY TIME!



FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

Engine Bearings (Main, Connecting Rod and Camshaft)
Bushings • Connecting Rod Service • Exchange Insert
Rods, Rebabbitted Rods • Connecting Rod Bolts and Nuts
V-Seam Piston Pin Bushings • Shims and Shim Stock



Bendix-Eclipse

BRAKE BLOCKS AND LININGS



The Most Trusted Name in Braking BUILDS RELINE BUSINESS

When you let your customers know that you use Bendix-Eclipse* brake linings you are telling them something they want to hear. To them, as to you, the name "Bendix" has meant better braking since the early days of the motor car.

Why not sell the easy way—use the most trusted name in braking to sell reline jobs. These quality linings will help you hold business, too, because—true to the tradition that has built the Bendix reputation—Bendix-Eclipse linings perform better, longer. Talk Bendix and build business—starting right now!

STRADEMARK



MARSHALL-ECLIPSE DIVISION OF

TROY, NEW YORK



NOW...ACME'S Newest Color-Matching Help

Surface-Seal Primer FOR ALL LIGHT COLORS

Now-one Surface-Seal Primer makes color matching of all light colors quick, easy . . . more accurate . . . with fewer top coats! Acme 3500 is specially designed to take the headaches out of those hard-to-match light grays, greens, blues, creams, tans—all those low-hiding light shades that are so popular today.

A combination primer and sealer, it is made for use over bare metal, lacquer, or synthetic enamel.

- Quick, easy, accurate matches
 Fewer finish coats required
 Excellent adhesion
 - Holds out gloss

YOUR ACME JOBBER will show you how 3500 can help solve your color matching problems.

OTHER ACME SURFACE-SEAL PRIMERS:

7he ACME WAY

Makes PAINTING PAY SURFACE SEAL PRIMER

3500 WHITE

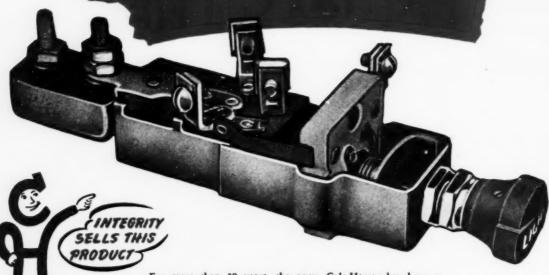
3501 Oxide Red; 3502 Light Gray; the new 3504 Green, specially made for the most troublesome greens.

ACME*3500*

WHITE SURFACE-SEAL PRIMER

ACME AUTOMOTIVE FINISHES ACME QUALITY PAINTS, INC., DETROIT 11, MICHIGAN

BUILT UP TO A STANDARD-NOT DOWN TO A PRICE!



For more than 39 years, the name Cole-Hersee has been a symbol of quality and integrity in the manufacture of Automotive Electrical Equipment. The dependability and performance of Cole-Hersee products has contributed in a great measure to safety on our highways through proper equipment operation. In addition, Cole-Hersee Jobbers and Dealers are looked up to as representing the highest standards of the industry.

This Cole-Hersee superiority and unsurpassed quality has been achieved by sound engineering, quality construction by skilled craftsmen using the finest materials and equipment and aboratory testing for precision and perfection.

This is why we say "Cole-Hersee Switches are built up to a standard, not down to a price."

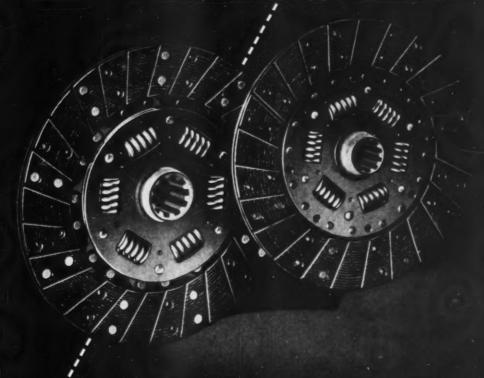
Ask your jobber for a copy of the new Cole-Hersee 48 page catalog — it features 885 Cole-Hersee Products, has over 620 illustrations.



Manufacturers of
"Consistently Better" Automotive
Electrical Products for
over 39 years.

COLE-HERSEE CO. POSTON 27 MASS. U.S.

Perfection! CF Clutch! Plates



assure customer satisfaction . . . profits for you!

look to your PERFECTION jobber for your clutch plate requirements.

You can turn chatter and grief into praise and profits by standardizing on PERFECTION "CF" Clutch Plates.

These quality replacement clutch plates have patented formed and riveted cushioned springs designed to eliminate chatter and grab.

Other important features include balanced call center spring which absorbs torsional vibration and transmission rattle . . . Full-floating hub won't pull out . . . Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

For details, consult your PERFECTION jobber, or write us.

Perfection Gear Company · Harvey, Illinois

PERFECTION PRODUCTS INCLUDE Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Spracket Gears, Transmission Gears and Parts, Differential King Gears and Finites, Differential Cases and Parts, Fity Wheel Gears, Clutch Plates, Perssure Plates, Clutch Cave. Assembly Parts, Clutch Fucks and Parts, Clutch Threwood Bearings, Clutch Rebeilders.



E A STRANAMAN POLOSENT

CHAMPION SPARK PLUG COMPANY

Toledo 1, Omo.U.S.A.

June 1st, 1953

Dear Champion Dealer:

Experts agree that vacation travel will set a record this Summer.

The American Automobile Association estimates that 22 million cars will be driven on vacation trips and the average car will cover 1200 miles in

This is good news for you, and a great opportunity to increase your eleven days of travel. TBA ratio and profits. You'll be doing your vacation-bound customers a good turn, too, by selling them preventative service: lubrication, oil change, new tires and batteries, a new set of Champion Spark Plugs, etc.

Speaking of spark plugs, here's some information you will want to pass on

Plugs need more frequent inspection and cleaning these days because when to your customers: used in high-compression engines at normal speeds they tend to accumulate carbon faster -- and a carbon-fouled spark plug is a gasoline waster.

Sincerely,

P.S.: Ask your Champion representative to show you the Champion Advertising Story, just off the presses. It's a real eye-opener as to the quality and amount of advertising Champion uses each year to keep your customers Champion-conscious.



28



DEALERS INTHE NATION

VACATIONS PAY OFF HERE

HOMETOWN SERVICE

LUBRICATION

OIL CHANGE

WHEEL BEARINGS

CHAMPION SPARK PLUGS

OIL FILTER

FAN BELT

RADIATOR + HOSE CONNECTIONS

BATTERY

TIRE SWITCH

SPRING PACK

FUEL & WATER PUMP

BRAKES

MUFFLER - TAIL PIPE

APPROXIMATE PRICES LESS TO A

-FOR ALERT DEALERS!

Puts the dollar back in the driver's seat!

'53 DE SOTO



160 H. P. FIRE DOME V-8 and POWERMASTER SIX

Phip

off the old block!

You can't beat the Color Bar* when it comes to chopping automotive paint costs. But Color Bar Junior swings a mean axe, too . . . strikes a happy chord in your shop because it has the eight fastest-moving colors in gallons, has all the Color Bar mechanical features, works as fast and economically, but costs only about half as much. It will pay you to check these features:



Handy switches . . . one for light , . . one for automatic agitation of all cans.

Powerful motor . . . simultaneously turns paddles in all cans.

Built-in lighting . . . see what you're doing. Automatic air-vent . . . makes pouring fast and easy.

Precision paddles . . . scrape bottom of can, assure complete agitation of colors.

Cans rotate into fixed pouring position . . . no need to lift heavy cans.

Trigger-fast cut-off . . . stops paint flow instantly.

Triple warning gauge . . . "feelers" give advance warnings for accurate cut-off of paint flow.



Paints, Lacquers, Varnishes, Enamels, Protective Coatings

THE ARCO COMPANY - 7301 BESSEMER AVE. - CLEVELAND 27, OHIO ARCO COMPANY OF CALIFORNIA, LTD. - 745 E. 59 ST. - LOS ANGELES 1, CAL.

A Subsidiary of American-Marietta Company



COLOR' BAR.



Ever have that "helpless" feeling when brakes won't hold?

Be sure no customer of yours lives this experience—or dies with it!

Always Use Genuine Thermoid Hydraulic Brake Fluid and Parts



Thermoid HD is a superior heavy duty fluid that meets or exceeds every SAE specification. Operates dependably from 60° below to 300° above... will not swell rubber cups... contains a high percentage of lubricant... fortified with corrosion inhibitors to protect metal parts.

Thermoid, an organization of brake specialists supplies a complete line of precision engineered hydraulic brake parts, including Master Cylinder and Wheel Cylinder Assemblies and Repair Kits. Be sure of quality. Always insist on genuine Thermoid.





the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

Thermoid Company • Trenton, New Jersey

This Key



Operates Climate Control

A GREAT NEW
WILLARD FIRST
TO START CUSTOMERS
COMING YOUR WAY

KEEP THEM COMING

A sensational feature of the all-new

Willard

Weathermaster



Now you've got something exciting to sell ... and here's why

The new Willard Weathermaster powerful selling features ever

Climate Control



ADDS EXTRA POWER IN COLD WEATHER



Low water level increases



THIS

ADDS EXTRA LIFE IN HOT WEATHER



High water level reduces acid gravity... keeps bat-tery cooler. Less possi-bility of damage from overcharging...less self-discharge due to high temperatures. Needs water only twice a year under normal driving conditions, with correct regulator setting.



acid gravity . . . steps up strength of electrolyte . . . gives 20% extra crank-ing power for quick, positive starting at subzero temperatures.

HOW WILLARD CLIMATE CONTROL WORKS

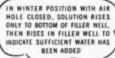
PLACING THIS CAP ON THE SAFETY-FILL VENT FORMS VENT DOME THAT THE SOLUTION CANNOT FILL

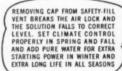
INSERTING THE KEY IN THE CLIMATE CONTROL AND TURNING IT OPENS UP THIS AIR HOLE IN THE SUMMER POSITION, CLOSES IT IN THE WINTER POSITION

IN SUMMER POSITION WITH THE AIR HOLE OPEN, SOLUTION RISES TO AIR HOLE BEFORE AIR LOCK CAUSES IT TO RISE IN THE FILLER WELL INDICATING SUFFICIENT WATER HAS BEEN ADDED

Weathermaster

WITH CLIMATE CONTROL















contains the most offered in one battery

NEW ONE-PIECE TOP



Sealed around, not inside, the case. Eliminates exposed sealing compound and cracks due to extreme temperatures or excessive vibration ... greatly strengthens case. Standard hold-downs distribute pressure over entire battery—not just the case—and hold it tightly and firmly. New improved cushion post seal absorbs shock and vibration, prevents cover breakage during installation. Snap-in shields over top connectors keep battery cleaner, reduce possibility of dangerous shorts.

NEW STRONGER CASE

Weighs less than half as much, yet affords twice the impact resistance of previously-used case materials. New thinner wall design permits 12% increase in electrolyte volume without increase in outside case dimensions. Unaffected by temperature extremes. Will stand up under unusually severe conditions of vibration and road shock without cracking or breaking.

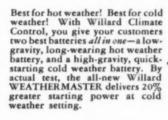


NEW MECHANICAL SEPARATORS



Impervious to effects of high charging rates and high underthe-hood temperatures... will not oxidize or char... eliminate battery shorts caused by gradual physical breakdown of ordinary insulator material. Prevent buckled shorts and other premature separator failures that can result in customer dissatisfaction and trouble for you.

NEW ALL-WEATHER PERFORMANCE



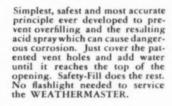


NEW METALEX GRIDS



Metalex—the vastly superior grid metal, originally developed and introduced by Willard—now has been further improved through perfection of a new Willard grid design. It provides 100% more protection against the No. 1 battery killer—OVERCHARGING.

GENUINE WILLARD "SAFETY-FILL"





and the Key

Keeps customers coming back to you at the time you want to see them most—when they're ready for SPRING and FALL CHANGEOVER SERVICE. It gives you an extra opportunity to push other profitable under-the-hood products and services!



y-Operated Climate Control

WILL MAKE THE

Willard

Weathermaster

THE MOST WANTED BATTERY EVER BUILT

- It gives you a sensational new selling feature that no other battery can offer.
- It gives you a battery that's new all the way through to put new life into your battery sales.
- It gives you a way to bring in more new customers . . . and to keep them coming back to you.
- Regardless of the line you now handle, you'll want to sell this battery because car owners will be demanding it.

Beginning Sept. 1st

Car owners in every city and town in the country will be reading and talking about the first and only battery in the world with key-operated

CLIMATE CONTROL

... they will be asking to see this amazing new battery. Be sure you're ready!

NOW IS THE TIME TO GET SET FOR THOSE EXTRA 1953 BATTERY PROFITS! Call Your Willard Distributor

WILLARD STORAGE BATTERY COMPANY

Cleveland 1, Ohio

SEND ME THE KEY at no charge so I'll be ready to service the all-new Willard Weathermaster with Climate Control.

Name.....

Address......State....

MAKE MORE MONEY



Kuik-Way

MAN FOR A PROFIT-MAKING DEMONSTRATION of Kwik-Way CYLINDER BORING MACHINES

SEE THESE SUPERIOR FEATURES IN ACTION

- Overhead chip removal
- Screw feed with automatic retraction
- Two speeds—instantly changeable
- Three finger centering
- Quick, positive, non-distorting anchoring
- Rigid construction—no additional supporting devices necessary
- Bores close to dash
- V-belt spindle drive eliminates evidence of gear chatter on finished cylinder wall
- Pre-loaded spindle bearings
- Quick, easy, accurate tool setting eliminates "sense-of-feel"

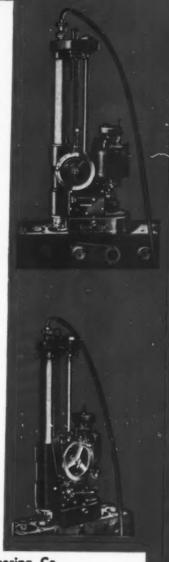
Kwik-Way Precision equipment is sold only through factory trained representatives

Kwik-Way Cylinder Boring Machines are simple in set up and operation and real profit-makers on all types of boring jobs. Call in your Kwik-Way Man for a demonstration. Send coupon today.

Model "FR"

Capacity
2.2" to 4 1/16",
121/2" stroke

Model "FT"
Capacity



VALVE FACING MACHINES . VALVE STAT DEINDERS . VALVE SEAT INSERV TOOLS CYLINDER BORING MACHINES . VOSTEX	
SUCTION DEVICE . LINE BORING MA- CHINES . PISTON CAM TURNING AND	

Cedar Rapids Engineering Co. 915 17th Street N.E., Ceda	r Rapids, Iowa
☐ Please send complete details Cylinder Boring Machines ☐ Kwik-Way Man to Call ☐	
Other Equipment in which in	nterested
Company	
Street City	State

JOBBERS
AND
MECHANICS
CHOOSE
Continental
PISTON

RINGS

I do business with Continental Piston Ring Co. because I can depend on their rings for excellent performance, I can depend on their factory for superior service, and I appreciate the individual consideration and the personal attention they have always given my company.

> I. J. Cornett Cornett Machine Works Somerset, Ky.





There's no guess work when we install Continental Chrome-Flex or Steel-Flex in re-ring rebuilt engines. After seventeen years of continuous good service, I feel the high quality of material in Continental's rings with Swedish steel segments and correct construction of expanders for each type job, assures my dealer customers of oil control with a minimum wear on cylinder walls, crankshaft and bearings.

W. L. Hearn Hearn Motor Parts Monroe, La.

I am proud to admit that my company enious an enviable reputation of being a successful engine rebuilder. I know success comes by having the "most quality for the least money." For 2½ years Continental Steel-Flex X-Set has been used exclusively in our motors and Continental Steel-Flex sold over the counter. In that 2½ year period our volume has increased 8 fold, for which I am sure Continental Steel-Flex played an important part.



G. M. Gartrell Automotive Products Co. Meridian, Miss.

 Send us your name and address and a Continental representative will be glad to call on you.



Jobbers get the best service in the country with Continental Piston Rings because odd size rings are always available at a moment's notice. Jobbers know that for over 38 years Continental has always given them personal attention and individual care in meeting promptly and efficiently the piston ring needs of their customers. Mechanics know they are tops in performance . . . Jobbers find it's good business to sell Continental. Mechanics find it's good business to use Continental. What's good for these two, is good for you, too!



Continental PISTON RING COMPANY

MEMPHIS, TENNESSEE





Be sure..



...and all from ONE source your Wagner jobber



WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

Only 2 types are required for all service needs. No. 21 is for passenger cars under moderate conditions...No. 21-B is for trucks, tractors and buses and for passenger cars where a heavy-duty fluid is recommended.



WAGNER LOCKHEED HYDRAULIC BRAKE PARTS

This complete line covers every make and model of vehicle, including seldom used, slow-moving parts not easily obtainable elsewhere ... Perfect fit and functioning is assured.

Wagner

FLOCKHEED HYDRAULIC BRAND PARTS and FLUID . Martel . Centex BRANE LINING . AIR BRANE

be safe...

RELINE WITH

WAGNER BRAKE LINING

FOR QUICKER, SAFER STOPS



Don't let your customers and their loved ones be the next victims of needless wrecks. Prepare their cars to meet braking emergencies by relining with dependable, high quality Wagner CoMaX Brake Lining.

You can rely on Wagner CoMaX. It is unsurpassed for quick, safe, smooth stops. The same excellent frictional qualities last throughout the life of the lining despite excessively high operating temperatures. Wagner CoMaX contains no abrasive materials to injure drums... will never compress or swell... does not deteriorate with age... will not absorb moisture. Available in sets, blocks, rolls, slabs, cut segments, and on shoes, either bonded or riveted. Coverage is complete for every car, truck, or bus. When you use CoMaX you can be *sure* you have the right lining—engineered to the brake on which it is to be used.

See your nearest Wagner jobber, or write us for details.



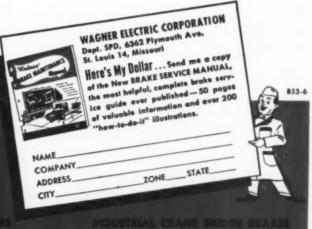
...the best known name in brake service

Tachographs • Electric Motors • Transformer

DO YOU KNOW?

... that Wagner Hydraulic Brakes are designed, engineered, and produced to allow interchangeability of parts to help make the repair job trouble-free for the mechanic? Interchangeable parts make items fast-moving with the resulting price advantages. Inventory is simplified and stock requirements are reduced.

You can depend upon WAGNER QUALITY because Wagner Products are used as original equipment by car, truck, and bus manufacturers.





Stake Your Claim to Golden Profits



MCCORD LEADS IN OUTSTANDING SALES HELPS ... To Help You Sell MUFFLERS and PIPES



CARBON MONOXIDE



Sales Ideas

and PIPE BUSINESS











INDIVIDUALLY ENGINEERED MUFFLERS

MCCORD PACES THE POWER PARADE

With Modern Mufflers Individually Engineered
To Silence Today's Modern Engines



Today's modern engines are engineered to take full advantage of better breathing for top, all around performance. McCord mufflers match the performance of these modern engines by quieting the exhaust sounds from the increased volume and velocity of gas, without loss of horsepower. The modern air cushioned outer shell further aids by absorbing shell noise. For customer satisfaction, specify McCord.



John Lacy says:

"You'll get fast, accurate service where they sell Monmouth* **Main Bearing Sets**"



THE big problem of incomplete sets is removed through the Monmouth Main Bearing Set program."One set, one number, one price helps us to speed up service to repairmen," says John Lacy, manager of an important New York State automotive jobbing operation.

For fast, accurate service on Main

Bearing Sets go to the NAPA Jobber in your locality. He handles Monmouth Main Bearing Sets-the bearings are made by the world's largest manufacturer of original equipment bearings. So you get original equipment quality and performance plus unexcelled service. Ask for them by name.







Supplied through Clevite Service, Inc. Made by The Cleveland Graphite Bronze Co.

Units of Clevite Corporation, Cleveland, Ohio.

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33

JUNE. 1953

No. 6

Contents

Senator Smathers: Let's Stop Asking Washington for It!	48
Our "Clean-Up" Plan Is Paying Off	51
At This Sight, Owners' Eyes Start Gleaming Tool	53
Power Tools Doubled Profits.	56
Building Volume with a Wheel Straightener	57
	59
	60
	61
Servicing the "Red Ram" Distributor.	70
Steps in Replacing Rear-Quarter Panels	74
Wiring Diagram for 1953 Cadillac	76
Wiring Diagram for 1953 Lincoln	78
Wiring Diagram for 1953 Chrysler Windsor	80

DEPARTMENTS

News Spotlight	47	Shop Talk 8	16
News Briefs	62	Nutbuster Letter 9	15
Southern Jobbers	66	New Products11	9
Specifications 82.	84	Time Savers13	8

Vice-Pres., Editorial Director T. W. McALLISTER Business Monager A. F. CORRETS Asst. Business Mgr. J. P. CARON Production Manager J. A. MOODY Oirculation Director REDFERN HOLLINS Editor
WILLIAM C. HERBERT
Assistant Editor
M. M. WILCOX
Technical Editor
E. M. LOWERY
Southwestern Editor
BARON CERAGER
(1305 National City Bidg.,
Dallas 1, Texas)

Business Representatives

Chicago: E. A. McGinty, 333 N. Mich. Blvd. Tel. Central 66964
Philadelphia: L. R. McCartt, P. O. Box 171, Bryn Mawr, Pa.
Tel. Bryn Mawr 53894
Cleveland: W. G. Bresshan, 2516 Gasser Blvd.,
Rocky River Sta. Tel. Edison 1-0856
Los Angeles: L. B. Charpell., 6399 Wilshire Blvd.
Tel. Webster 3-9241
Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. 7995
Cobasset, Mass.: J. D. Parsons, 23 Border Street, Tel 4-0712

Member of Audit Bureau of Circulations Member of National Business Publications, Inc.

ANNUAL SUBSCRIPTION-\$1.00

FOREIGN-\$10.00

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY Atlanta, Ga., and Dalton, Ga. Editorial and Business Offices

806 Peachtree Street, N. E., Atlanta 5, Ga.

Publishers Also of

SOUTHERN POWER & INDUSTRY SOUTHERN BUILDING SUPPLIES ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE

W. J. ROOKE, President; RICHARD P. SMITH, Escc. Vice-President; T. W. McALLIETER, First Vice-Pres.; E. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.; O. A. SHARPLERS, Treasurer; A. F. ROBERTS, Secretary, SERA J. JONES, Assistant Secretary and Treesurer

Copyright 1953, W. R. C. Smith Publishing Co., Atlanta, Ga.

100% PENNSYLVANIA



VEEDOL

IS A HIGHLY PROFITABLE PRODUCT TO SELL

Dealers who sell VEEDOL will tell you it's the kind of product that brings your customers back, PROTECTING your business with those all-important repeat sales that make it so much more profitable and secure!

For Cars and Trucks — High-Detergency VEEDOL, "The World's Most Famous Motor Oil" is made from 100% Bradford-Pennsylvania crude. Veedol's exclusive "Film of Protection" improves engine power by providing a better piston seal . . . extends engine life by keeping engines clean . . . protects against harmful combustion by-products . . . gives maximum protection under all operating conditions.

For Tractors — 150-HOUR VEEDOL TRACTOR OIL — made specially for tractors — gives a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors regardless of fuel used.

VEEDOL Oils and Greases are sold through independent distributors . . . write for information today!

TIDE WATER ASSOCIATED OIL COMPANY

Tulsa - Thompson Bldg. Atlanta - Rhodes-Haverty Bldg.



reaches its greatest effectiveness in

Sealed Power KromeX

FULL-FLOW RING SETS



- Top compression ring of chrome-alloy cast iron has solid chrome face, factory-lapped to a light-tight finish, with sides Granosealed for greater flexibility.
- MD-50 Steel Oil Ring with the Full-Flow Spring has chrome-faced side rails for double mileage, with sides Granosealed for greater flexibility.
- All rings in Sealed Power KromeX Ring
 Sets are beveled or tapered to threadline
 contact for quicker seating and blow-by control.

23 leading engine builders now use Sealed Power chrome rings!

SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

Sealed Power Piston Rings



Selling is coming back to its normal spot in this business. It's coming back this year and it's coming back hard, barring any unexpected events. That's an easy conclusion to form from words which poured forth last month from some men whose business it is to know what they're talking about along this line. Said Lewis D. Crusoe, vice-president and general manager of Ford Division, at the big Ford press conference at Detroit: "We don't have to match Chevrolet's capacity to beat them. If we had as much capacity as they have, we'd both have too much. The job will be to sell cars."

Sales chief Walker A. Williams of Ford Division calculated the 1953 production would be the second best year, topped only by 1950's. He put the figure at 6,800,000 cars and trucks, with a

possibility it might attain 7,100,000, or about a million under 1950's crest. Dealers wanting a rest from handling truck sales saw no relaxed atmosphere in store for them in Crusoe's remark: "We're going to get a bigger bite of the truck market." Many other timely questions are answered by these and other executives in the report starting on page

A parts man fell off t h e roof of the parts department of a Southeastern dealership not long ago. Ordinarily there would be nothing unusual about

that, considering the number of parts men and parts roofs throughout the South. But let the dealer himself tell you: "I thought I was insured against this sort of thing. It didn't occur to me that I wasn't, as I thought my insurance covered it. It turned out I wasn't. It cost me \$6,000, as it did no good when I tried to convince the hospital I wasn't insured and that I'd have to scrounge around to find that much extra money." By the way: How's your own insurance coverage these days?

Training mechanics, including the broad subject of just who is to train them and who is to feed and clothe them while they're being trained, is a topic which has produced considerable comment from SAJ's readers during the past several months. A Texan, writing on page 86, tells of steps being taken by his union to qualify its members as better mechan-

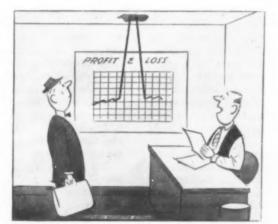
ics by launching its own training program. Is this what the dealers and garagemen want? Is this the solution? Increasing reports tell of careful moves by unions toward organizing repair shops in the South and Southwest as they have been in some other areas. If the union representatives haven't been around your way yet, you can be looking for them, judging by the plans which have been laid.

Atomic power for automotive use isn't exactly around the corner, judging by what one Detroit scientist said last month. To shield the radioactive parts so radiation wouldn't reach the car's occupants, it would require 20 to 30 tons of material, said A. A. Kucher, Ford's top researcher. With the return of wire wheels, air-flow design and other features of a generation ago, perhaps there will return

also the driver who gets out and pushes, as he might well have to do if he had to haul a load of such magnitude!

Repossessions a r e n o t increasing to a great degree, which would presumably be an essential ingredient for the gloomy depression pie which a few dealers, garagemen wholesalers have been cooking in their correspondence lately-correspondence resulting from the questionnaires mailed them on timely topics by SAJ editors. That the gross profit on new cars has taken a nosedive from the high

mark of a few years ago, no one would argue. Factory sales chiefs are becoming increasingly inclined to recall that in the prewar "normal" selling days, the gross profit usually shrank by over-allowances.



"That's where we went after past-due accounts."

Just one truck thus far this year was the repossession report by a long-time dealer interviewed in a medium-size city in north central Florida late last month. He handles his own finance paper and screens the time-payment purchasers personally. The only exception to his otherwise perfect record for the year was a Negro who had bought a used truck. Incidentally, this dealer is extending around ten per cent of his new-car deals for 30 months. Said he: "Before World War II we would never have thought of doing such a thing. Now with people making more money and since cars last longer, I see no reason why I shouldn't in special cases.

If we really want to stop the trend toward a welfare state-



Let's Stop Asking

By GEORGE SMATHERS United States Senator from Florida

NE OF THE political conundrums of the day is tied closely to the problems arising from the federal government's distribution of taxpayer's largesse.

While there is both "viewing with alarm" and "pointing with pride" in the current scene, few can answer with any degree of confidence these questions:

Can we stop asking Washington for it?

Can we really resist the "Gimme Boys"?

I am a Jeffersonian Democrat and I am sincere in my convictions that Jefferson, a great leader in his day, had a true vision in pointing this nation toward a right and true course. Jefferson believed in little government.

"What is necessary," he asked in his First Inaugural, "to make us a happy and prosperous people?

"A wise and frugal government, which shall restrain men from injuring one another, which shall leave them otherwise free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned. This is the sum of good government."

It is not to examine how far we have strayed from Jefferson's preachments that I write, but to ask the questions stated above, and to ask you to inquire as to what direction we are heading.

To find our answer, we can get more lessons from history than we can draw from prophecy based on our own convictions.

There once lived a popular political leader who seemed destined to change the basic economic and political concepts of his nation. He had a good background—he was a member of one of the nation's finest families, he had a good education and he had the ability to influence people with his charm of manner, his oratorical ability, and his manifest qualities of leadership.

It was virtually foredained that he would become the administrative chief of his nation.

Attaining this post with its power, he set about to improve the lot of the common man with a paternalistic program of economic planning and social

Prices and wages were set by government decree. All or virtually all of the tax load was placed upon the upper and middle income groups. Special benefits were provided to various groups, and government pensions, unemployment compensation, and regular grants in all categories of welfare were begun.

Government bureaus were set up throughout the nation to administer this program.

The leader's ego thrived. There are indications in the history of the period that he considered himself incapable of error.

But after a decade or less, the reform plans went awry, and both the common man and his uncommon neighbor were in trouble. The monetary structure of the nation sagged; the economic planning wasn't paying off. Money values were manipulated but this only added to the country's woes.

To cap the climax, members of the administration finally were caught stealing public funds.

After ten years, the country was weakened morally and near brankruptcy. The nation still had strength enough to remove from office the impractical reformer and his abortive schemes were abandoned. But the damaging effects remained for a long time.

Called a savior and peerless leader at the height of his power, he later was termed by some historians as "charlatan" and "impostor."

His name was Wang An-Shih. He was head of the nation in China from 1069 to 1079.

Historians are not in full agreement on the longrange extent of injuries done by the ten years of political paternalism and economic planning. But history does record that the nation did not have the necessary moral and physical strength when some years later the godless hordes of Genghis Khan, bent on world

Washington For It!

No. 7 of a series on problems of business and government

conquest, overran and plundered the whole country.

History tells us in other lessons of the dangers from the "Gimme Boys" who thrive on power seated in the central government. Back in the Seventeenth Century the individualism of the English common law saw dangers in a continuous resort to central authority for every need and every problem.

Lord Coke translated the well-known initials, S.P.Q.R., not as the Latin abbreviation for the "Senate and People of Rome" but as "Stultus populus quaerit Roman"—"A foolish people runneth to Rome."





Similar Dangers Exist Today

Too great reliance upon the distant and unwieldy central government dries up the springs of iniative and interest in local government upon which the life of a democratic and free people depends. It stimulates greedy requests for needless appropriations to serve local political promises regardless of the general economic welfare of the country. Moreover, it makes for inefficiency and waste.

No president, however competent and conscientious he may be, can possibly give adequate thought to the vast quantity of complex issues entrusted nowadays to the chief executive. No Congress, however hard-(Continued on page 109)

SENATOR SMATHERS, at the age of 39, is one of the outstanding young men in the faderal government. In his first public office, assistant U. S. attorney in charge of the Miami (Florida) office in 1939-41, he attained such wide recognition that immediately following his three years with the U. S. Marine Corps during the war, he received a United States Attorney General appointment to prosecute war fraud cases where agein he had an outstanding record. In 1946, heading a militant group of young people, he was elected a member of Congress, serving with such conspicuous success that in 1950 he achieved the political upset of the year by rather easily defeating the veteran Claude Pepper in a race for the U. S. Senate.

Sell the SAFETY that only Grey-Rock Balance provides?

SAFE, SURE STOPS



Even in the same brake, different shoes do different work. It takes a balanced combination of different brake linings to equalize wear and to provide sure, safe stops for many thousands of miles. Balance is not just a matter of high and low friction linings; it is the result of using many different linings in combinations properly engineered for each make and model. This balance principle, pioneered by Grey-Rock more than 20 years ago, reduces adjustments and come-backs . . . assures a better profit on each job.

BACKED BY A POWERFUL MERCHANDISING **PROGRAM**



To keep more and more customers coming to your shop for brake service, Grey-Rock gives you a complete program of merchandising aids and sales helps-from post cards and newspaper mats to shop posters and mechanics' caps. This entire program, too, ties in with Grey-Rock's consistent, colorful national advertising.

THIS TAG MARKS A BETTER BRAKE JOB



Packed in every Grey-Rock Balanced Brakset, this tag is ready for you to span on a dash button of your customer's car. It tells how your workmanship joins with Grey-Rock balance to deliver a better, safer brake job!

DISTINCTIVE WOVEN-MOLDED COMBINATIONS

Balanced Braksets for passenger cars **Balanced Trucksets** for light trucks

Grey-Rock combines special woven linings with molded linings to meet the particularly severe brake requirements of certain makes and models. These woven-molded combinations provide brake action far better than can be achieved with molded linings alone. This is a distinctive Grey-Rock feature!

For riveting or bonding-every piece factory branded for your protection.

Consistently advertised in

See your Grey-Rock jobber for **FACTORY-BONDED SHOE EXCHANGE**





GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings . Brake Blocks . Clutch Facings Fan Belts • Radiator Hose • Industrial Rubber Products • Rubber Covered Equipment • Asbestos Textiles Teflon Products • Packings • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

Southern Automotive Journal



Our "Clean-Up" Plan Is Paying Off

By K. H. MOORE

General Manager, Capital Cadillac-Oldsmobile Co., Washington, D. C.

We have always believed a clean shop meant an efficient shop with high-quality production—because a clean shop meant high morale.

By "clean" we mean not alone the general impression of tidiness given the public but a well-organized, compactly planned and efficiently laid-out operation all the way from the mechanics' stalls up through the metal and paint stalls and down again to the lubrication, steam-cleaning, polishing and washing departments.

In the "clean" stall every screw, nut and bolt has a precise place. There is no waste motion looking for a wrench. Every container must be related to the job. What is not in use must be out of sight. There is a place for trash. Cleanliness and order are paramount.

We were convinced that a clean, planned, fully-equipped stall for each mechanic, metal man, painter, steam cleaner, lubrication man and washer would spell greater pride in his job.

A place that was his, with responsibility for keeping it clean Service Manager H. C. Fuchs awards a certificate to Harold C. Alexander for keeping his stall in tip-top shape. Stalls are inspected periodically and awards are given after the reports have been satisfactory for a total period of six months



The company invested about \$115 a stall to set up efficient and uniform stalls for mechanics, as shown above. Pictured below is one of the 14 metal-work stalls.





Every man in the metal shop has one of these tool carriers. The men built them as their contribution to neatness and efficiency.

and where provision was made for safeguarding his tools, would earn a greater self-respect and greater esteem for his craft. We were positive he would turn out a better job — in shorter time.

We proved beyond all expectations that we were right. Once we got our campaign under way, the men extended our own thinking and introduced ideas and individual tools that would help them increase their production. The proof of our undertaking and investment came when our production capacity met its greatest test in October, 1952.

With no increase in personnel we absorbed \$81,000 in customer labor sales for that month alone! We thought we had hit tops in October, 1951, with \$65,000. But that was before we had individual stalls set up.

Our first approach to redoing stalls on an individual basis was to work out standard equipment for each job. After taking inventory of each stall's equipment which approximated a replacement value of \$200 - we spent about six months testing, applying and rejecting one type of workbench and item over another. We strove for a uniformity of effect and wanted to get rid of the wooden benches, old vises, odd-sized steel benches, wrong-shaped drain pans and water buckets that fitted nowhere.

Quickly perceiving that the changeover would ultimately be to their benefit, the mechanics responded with excellent spirit and willingly got rid of impractical toolboxes.

By July, 1952, we were all set. In 17 mechanics' stalls with hydraulic lifts we installed a steel workbench, a steel cabinet, vise, two rigid jacks, radiator filler, water drain, oil drain, parts wash pan and brush, battery hydrometer and container, air hose with chuck and gun, drop light, covered container for soiled rags, two fender covers, seat cover, trash can and miscellaneous job supplies.

In 37 mechanics' stalls where there are no hydraulic lifts but two car stalls per mechanic, we put in the above equipment, adding four rigid jacks and one hydraulic floor jack.

We equipped 14 metal stalls with one cabinet, 3½" swivel vise, welding plate, individual welding outfit, two-ton hydraulic floor jack, four rigid jacks, sander, collapsible door rack, a tool carrier, disc trimmer, radiator drain can, radiator filler can, parts pan, portable tool tray, snap-on extension light, creeper, container for body sealers, cement, power wrench, etc.

Each paint stall was outfitted with a steel cabinet, air hose reel, wheel shield paint rack, masking tape and paper dispenser, covered container for soiled rags, wet sanding stand, sander, spray guns, thinner container, covered refuse paint disposal, paint mixer holder, spray gun rack with removable drip pan, wheel cover container.

Thus, we made provision for each man's job.

We spent \$9,638 to re-equip 84 mechanics' stalls in our Washington and Alexandria shops, investing approximately \$115 per stall.

The benefits are untold and inestimable, above and beyond achieving high morale and greatly increased production. Many mechanics in their enthusiasm for the set-up replaced their own tools with more modern ones. They felt more secure about leaving costly tools under lock and key in the new cabinets.

The men in the metal shop designed and constructed their own tool carrier, compactly outfitted from hammer to sander — a veritable shop on wheels that they can pull right up to a job. With one for each man, they can complete a job on the spot.

Other benefits resulted that we did not foresee. We have observed greater care in the handling and

(Continued on page 100)

The men are proud of the certificates because they know that the awards really mean something—both as visible evidence of a job well done and as an expression of the attitude the company has towards its employees.





At This Sight—

Owners' Eyes Start Gleaming Too!

By Wendell O. Givens

SEEING is believing—and selling —in the appearance department of an automotive repair operation, according to Jim Burke Buick, Birmingham, Ala.

After only a few months in its modern plant, the firm is thoroughly sold on the proposition that an appearance department must be seen to be appreciated.

At the company's former location the appearance department was in virtual exile in a corner of the service department. Wise planning in the new layout has placed it in the heart of the service department—immediately in front of the service salesman's desk for onthe-spot visual selling.

Does it pay?

"You're looking at a result of this planning right now," said Service Manager Jesse Watson, pointing to a late-model car undergoing appearance treatment. "The owner came in for a routine checkup, saw another car being prettied up and ordered the same for his."

Another car had been in for major repairs and Watson was writing up the ticket. The customer's attention was directed to two highly-polished automobiles getting final touches in the appearance department only a few feet away.

"Might as well get the works—shine 'er up," the owner said.

"Few owners of late-model cars can resist the temptation for a 'shine' job, especially when one is going on right before their eyes," Watson said. "It's sort of like a youngster passing the candy counter."

The strategic location of the appearance department has increased its business more than 75 per cent and that figure is expected to climb even more when Birmingham car owners become accustomed to the dealership's new location.

Drivers of late-model cars react to the "out in view" appearance department in much the same way a boy reacts to a candy counter.

The appearance department is at the hub of the entire plant. It is almost exactly in line with the service-department entrance, directly beneath the control tower.

A repair customer can't miss seeing it when he first drives in, when his repair estimate is made or when he calls for his car. If he still doesn't show interest, a service salesman steps in.

"The selling is immeasurably easier because we have a 'show window' right there," Watson said.

"In our old location selling a polish job was plenty tough," he commented. "First, the customer didn't see what was being done and there was no impulse buying. Second, if we tried to maneuver him over to the appearance department, he usually found an excuse to stay away—he was in a hurry, would 'get it next time' or something.

"So we made it easy for him to see and hard to turn down."

Must Have Quality

With a visual-selling set-up like theirs, the only other essentials for appearance - department profits, Watson pointed out, are sufficient space, quality equipment and experienced workmen.

The Jim Burke appearance department measures more than 1,200 square feet of floor space and keeps two experienced men on full-time duty. In a real push the department could handle four jobs simultaneously, but they prefer a limit of two.

It is equipped for pollshing, vacuum cleaning and installing seat covers. Wash jobs, which Watson believes detract from appearance-department work, are done in a far corner of the plant.

The service salesmen use the tried and proven sales line: car protection and improved appearance—or economy and pride. There are no special inducements or sales.

He has a final word of advice for other shops seeking more appearance-department business:

"Would you buy a suit from a shabbily-dressed salesman? Neither are car owners likely to be attracted when your department isn't attractive. Keep it neat—and in full view—and you'll sell."





Ford Discloses the Road Ahead

Chevrolet will be overtaken possibly in two years. Many other questions are answered in this report.

A NSWERS to questions such as when Ford expects to regain the car production lead it lost to Chevrolet nearly 20 years ago and other topics of keen interest to persons in this industry came from Henry Ford II and his top-bracket executives last month at Detroit at a big rally of newspaper and trade-journal editors.

Dedication of the Ford Motor Co. Archives, a preliminary inspection of the world-famous Rotunda at Dearborn (which has been undergoing considerable interior changes) and a visit to some of the engineering and research facilities were on the program for the more than 300 guests, but the answers to many "hot" questions topped off the occasion.

The youthful head of Ford, grandson of the man who founded the company 50 years ago this June 16, led the delegation of executives into the Rotunda for the "no-holds-barred" interview. Some questions Ford himself

Photo above: President Henry Ford II and Executive Vice-President Ernest R. Breech line up for the press conference at Detroit last month. Other executives appear in first two rows at right.

answered; others he referred to his department heads for replies.

Among the questions and answers were:

I would like to ask you what expansion, plant-wise, does Ford plan which hasn't been announced? I am interested in the South and Southwest, but this is a national group and I want you to comment along that line.

Henry Ford II: I don't know offhand; I don't have any. Ernie, do you know?

Ernest R. Breech, executive vice-president: I think as far as Atlanta is concerned—and in answering you I realize you are interested in your own nuclei—as far as we see now, the only plans we have—unless we get in some

defense contracts which should be located some other place than here—the only things we have in mind do not include Atlanta other than our assembly plant and the possibility that it may have to be expanded. Mr. Lewis Crusoe, general manager of the Ford Division and vice-president of Ford, is sitting right here. You might get up and tell whether you have any plans for future expansion in the assembly plant in Atlanta. But we do not have basic management plans.

L. D. Crusoe, general manager, Ford Division: Our Atlanta plant is one of our very new modern plants, and it is susceptible to expansion in respect to the hourly output of the plant, and we are formulating plans so that plant can build more automobiles in a reasonably augmented degree as the growing market demands. We realize that market is growing, and we are looking at it.

You know back in 1946 the top

horsepower was 160; that was Packard, I believe. Since then it's edged up higher and higher. The public says this-a lot of them, not the automotive people, but the public-our people that see this higher and higher horsepower figure. To them it means only one thing-speed, hot rods. We know the story, but still they say-why do the factories want to put higher and higher speed plants under the hood? On the other hand, the factories have sales angles-we realize that. I was wondering in terms of your '54 models that are coming, do you anticipate that Ford, Mercury and Lincoln might have a little higher-powered engines?

Earle S. MacPherson, vice-president, engineering: Well, of course, any new jobs we bring out will have increased performance. However, if I had to try to project where the horsepower rate is going or how long it's going to keep growing, that is something I can't answer. You possibly know we do engineering for two car divisions, Lincoln-Mercury and Ford. If they need more horsepower, why, we try to get it for them.

I understand that a lot of people have been saying, probably quite rightfully, that automobile sales probably are the best index as to whether we are going to have continued prosperity, or possibly a mild recession. I would like to know how, in your opinion, you feel automobile sales are holding up. Are you getting any signs of either down trends or up trends? Are your cars in dealers' showrooms—the number there—on the increase or decrease?

Henry Ford II: I will answer very briefly by saying as far as our company is concerned, we can sell everything we can make; the only trouble is we can't make enough, but I will ask Mr. Walker Williams, our vice-president in charge of sales and advertising, if he won't answer the question a little bit more specifically.

Walker Williams: I think we ought to start out and say that any way you look at it this year, barring a complete calamity nobody can foresee, that the year 1953 will be the second biggest year in the history of the business. We ought to have a total car and truck volume between 6,800,000 and 7,100,000 and I think you recognize the fact with that sort of volume there can't be much softening.

There is a change in the market
—a change for a more competitive

situation—but that hasn't cut down the size any. It's a terrifically big market; it's a strong market; it's a competitive market.

You asked about supply. We have a six-day supply of Ford cars in our dealers' hands which is negligible this time of year. We only have an 11-day supply of Mercurys and a 14-day supply of Lincolns. We want a lot more.

What can the American people expect in the way of prices? Are cars going to remain the same price or are they likely to go up or down?

Henry Ford II: We'd like to reduce our prices if that is possible. We don't have any plans at the present time to make any move

Ford does not know where the horsepower race will end. Six volts will continue on Fords. Dealers' profits are likely to be less than post-war days. Expect Ford to bite off a bigger chunk of truck market. These are a few of the answers for you.

either up or down, but maybe Mr. Breech would like to amplify on that.

Breech: We always price our cars on the basis of standard volume. Namely, we don't price our cars higher when volume is low to make up for unabsorbed cost. We price our cars on the standard of volume basis, so that the public as far as we are concerned, is always getting a good price from the Ford Motor Co.

Now, we all know that this matter of prices is quite a flexible thing from the standpoint of trade-ins. Our dealers don't just sell automobiles; they buy used cars because for every car they sell they buy a used car. When there is a heavy supply of new automobiles-and the market is highly competitive—a dealer is going to have to give a bigger tradein on the used car than he can sell that used car for. So, there is a chance that the dealer will not make as big a profit as he has been making per automobile because of postwar scarcity of automobiles. All of our dealers are smart enough to know that. That's why they have worked hard to get themselves efficient. They control

their overhead the same as we control overhead here in our com-

Naturally, we try to keep ourselves efficient here and keep all the water out of our costs (and thereby out of our prices) so that when the going gets tough we will be competitive. We are in that position now and we are very happy about it. We don't anticipate any softening of the wholesale prices as far as ourselves are concerned.

On that same subject, is Ford considering the possibility of creating a future car to compete in the very lowest price field? In other words, is there going to be a Henry F?

Henry Ford II: Just to be facetious, I think if there is one, it ought to do better than the Henry J, but we don't have any plans at the moment.

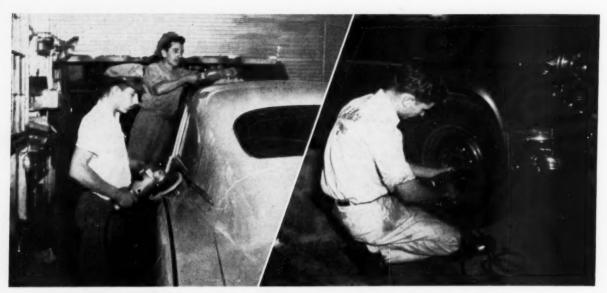
Especially in the South, many men come back from Germany and Europe with these small cars. Is there any possibility of Ford going to the smaller cars, or do the American people want more comfort?

Henry Ford II: There are some smaller cars on the market today, but we have no plans for going to the smaller car. We think in our market that we can do just as well with the size car we have. If a person wants good transportation and cannot afford the price of a new car, he probably will buy a used car. The English cars and German cars I have seen are not, for the most part, underpriced compared with American.

Breech: I would like to enlarge on that a bit. We build the Ford car the way we build them because that is what the public wants. We don't build them that way because that's what we want. Every man in this room who has followed this company and the business for a while knows this company once got passed up pretty fast because the competition built a bigger car than the Ford Motor Co. built. We are doing differently today. But there hasn't been a year that we haven't made a survey of the subject to keep up to date on the small car.

When John Q. Public wants a small car, the Ford Motor Co. will give it to him. We said that in '47 in a discussion of a letter written by some fellow who wanted a Model A but wanted it more streamlined with a gearshift on the wheel. He wanted a car we were

(Continued on page 126)



Power buffers for body men and impact wrenches for mechanics have increased everybody's earnings.

Power Tools Doubled Profits

The experience of Bob Klare Chevrolet Co., Refugio, Texas, is a practical sermon in the value of modern equipment in building service profits.

Three years ago this Chevrolet-Oldsmobile dealership started a program of modernization in the shop under the direction of Felix Skrobarcek, service superintendent, Since the start of the program, shop volume has increased 100 per cent and profit has increased even more.

Proper power tools have increased the earnings of mechanics an average of 50 per cent during the past year, with the same increase in earnings for the company.

The power tools have had other benefits, aside from actual profits.

The impact-wrench kit, costing around \$140, has reduced labor turnover to a minimum. Before supplying each mechanic with an impact wrench, Skrobarcek said he had to replace a mechanic nearly every month. In the year power tools have been in use, not a single mechanic has quit.

Skrobarcek bought one unit as an experiment and to show the mechanics what they could do with the kit. He turned it over to a young mechanic who was willing By Ruel McDaniel

to give it a trial. The mechanic's earnings and efficiency increased so spontaneously that other men took notice quickly, even those who had been skeptical.

With the one unit sufficiently proven, Skrobarcek told all the men he wanted them to buy similar kits. He offered to have the company finance the wrench if any mechanic was in need of that kind of help.

All the mechanics bought kits and almost immediately efficiency jumped. It had not been a question of ample business. The big problem had been turning out the work within a reasonable time. The wrench kits enabled the men to catch up on back work and in a comparatively short time the service department had built a reputation for fast service. That brought more volume.

Today the mechanic who was struggling previously to make \$50 guarantee has a \$75 guarantee and is making even more. The other guarantee scales have worked out in approximately the same proportion, Skrobarcek stated.

"You couldn't induce any of the boys to work without their kits now," he said. "Apparently it's pretty difficult to induce any of them to change jobs for higher pay. They're making it here and they know that they can make still more as their efficiency increases."

Installation of power buffers in the body shop has cut buffing time by at least 50 per cent over the former hand method of polishing new paint work, Skrobarcek said.

A companion unit with the power buffers is a vibrator for automatic sanding. This speeds the removal of old paint.

The power buffers are used also to finish off waxing and polishing jobs.

The items of power equipment have transformed the paint shop from a loser to the break-even point, Skrobarcek said. The paint shop had been operated basically as a service to customers. In addition, the buffers have added profit to the washing and polishing department.

A third unit of improved equipment that has helped to contribute to the increase in shop volume is the scuff-gate used in conjunction with wheel aligning. It is used to determine the scuff on tires before they go onto the aligning and balancing equipment. Then after

(Continued on page 98)

They're Building Volume with a

Wheel Straightener

By M. M. Wilcox Assistant Editor



Mechanic W. T. Rooker straightens a wheel.

A HYDRAULIC wheel straightener is proving to be a worth-while investment for the service department of C. A. Trussell Motor Co., Ford dealership at Athens, Ga.

Customers like the straightener because it frequently saves them the price of a new wheel. In addition to the convenience of having the machine right there when needed, shop personnel find that it means extra profit, especially when repairing wrecked cars at today's competitive prices.

"We straighten an average of 35 to 40 wheels a month," said Otis L. Bonner, service manager. "Of course, the number may vary widely from the average in some particular months.

"We do work for other shops, as well as for our own customers. We charge a customer \$3 to straighten a wheel and our price to other shops is \$2. Unless a wheel is badly crushed, our machine can true it up as good as new, in an average

of around 20 to 30 minutes.

"When you consider that new wheels usually cost from \$8 to \$12, with some types costing up to \$20, the saving to the customer is considerable."

About two-thirds of the wheelstraightening jobs are the result of wrecks or of a car hitting a bad bump or hole. The remaining third are on wheels that apparently never were perfectly true or wheels that were damaged without the owner's being aware of it.

"We discover most of this latter kind when we try to do an alignment job on the car," commented Bonner. "Sometimes, however, a customer will come in and ask to have a wheel checked and straightened. 'My next-door neighbor told me the other day that my left rear wheel was wobbling,' he may say."

The base price of a wheel straightener for passenger cars is around \$800. Base price for one that will handle truck wheels also is about \$1,000. The machine has two hydraulic jacks that apply pressure from different angles to make the wheel perfectly true.

Mandrels for the different types and sizes of wheels cost an average of \$8 to \$10, with some types priced at \$12 to \$15. The number of mandrels a shop needs depends on the types of wheels it services. Mandrels can be bought separately to handle new models of cars or to give service on additional makes

(Continued on page 108)

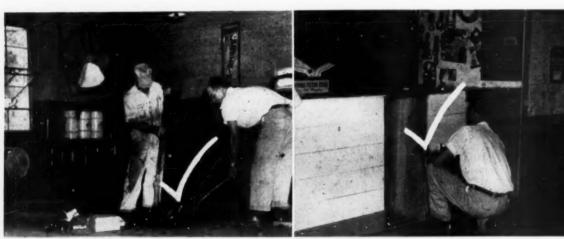
Service Manager Bonner selects the proper mandrel from the convenient tool board. Mandrels can be bought separately as the shop needs them.





Dirty floors, littered benches, old parts and half-empty drums slowed work and looked ugly.

"X" No Longer Marks a Spot



A few hours' work and a small investment in supplies changed the appearance of the garage.

When a high volume of business keeps the mechanics on the go all day long, it's easy to overlook the appearance of the shop. Sometimes poor housekeeping goes unobserved by the shop force until customers begin to drift away. Then comes the hard job of winning them back.

Fortunately for Frank Lopez, Frank Lopez Garage, Austin, Texas, the same volume of business that made his men neglect neatness also made him see the possible advantage in hiring another mechanic.

But there was no place for the sixth mechanic to work and Lopez did not think it would be profitable to enlarge his building.

"By cleaning up my shop, I

By C. Thomas

could see where I could put in another stall," Lopez said. "That was the answer."

The garage building is relatively new and usually is kept neat and clean. But the extra work coming in just before the deadline for the state inspection of vehicles upset the garage's routine.

Working against time to accommodate as many customers as possible, the men soon let the shop become a shambles. The floors became dirty, workbenches were littered and corners of the shop became catch-alls for everything from soiled grease rags to scrapped iron and old discarded batteries.

"Customers began to mention

the disorder to me," Lopez commented. "They called my attention to it because they were not accustomed to seeing my place in such a mess."

Naturally, the condition of the shop was going to hurt business eventually. And it wasn't only the appearance of the shop that the customers objected to. The men became careless about their personal appearance.

"My men are neat about their appearance or they would not have been here," said Lopez. "We furnish shop coats to encourage neatness." Because the shop was dirty, the men's clothes became soiled more quickly and they became less careful of their looks.

(Continued on page 114)



Sheesa Hell-to-Pay

You gotta beleve me mister when I tell you why I no buy your car no more.

I pay cash for him last may and when I go to get him at deeler's place the selling man hand me the keys and some pieces of paper. But he don't explain nottin cept tell me she's on the lot.

So I go on the lot whur sheesa muddy an slop and slip around lookin for my so beautiful new car. Funny ting I don see no beautiful new cars but all dem cars all over covered wit dirt. When I see the number on de plate on de back I says to myself sheesa hell-topay, dat can't be my so beautiful new car—but by dam she is!

She no locked so I get in an take hole the wheel an den let go to put the key in the ignidition an my hand come off all greasy where some nut buster he been drivin it an I bet he don even wash up fer supper when he eat.

But him start okay and I drive home, on the way home I cross some bumps in de street an the horn she start to blow an some like I jump tru the winshield. I notice she pull to the right an when I check up I see the right front tire him low on air and I figger by damn I pay enuf fur this new car they at least should give me some air free. But not enough air, yet I got extra grease I don pay for an don want.

Next day I find grease on garage

floor under rear axle an I take car back to deeler about the drip drip drip an the rattle bang bang an he say we fix em but he give me a dirty look—another ting I don want an don pay for. When be ready I ask and he say tree oclock so I come at tree and he say all fix now an I go way.

On way home I drive over some rough street and she go rattle bang bang an I go damn damn real mad at them joking joes, an when I get out of car at home some grease rub off on my clothes at door where they put oil in to stop rattle instead of tighten bolts and the grease start to soak tru cloth on door an nex morning I see the drip drip oil under axle again.

Now I no damn fool an can read an write an I like America cause here is freedom an I says by damn I use one of dem freedoms right now which is freedom to buy good car and buy him from good dealer. So I drive this not so beautiful new car down in livernoise avenue and sell him to buyer from Atlanta g-a, an I go up street an buy nother make car.

The salesman he thank me an shake my hand and tell me sit down. Then he tell me all about how I should bring him back regular for best service and what pieces of paper he hand me mean called service policy, and that they real grateful I buy from them and they want us to be friends permanint.

Then he say come on and we go out to nice place in building all shiny with lights and he show me my new car really so beautiful distime, an he explain what all dem gadjits are fur, and then he ride with me around three four blocks to be sure I know how to opurate this so beautiful new car.

Then he shake my hand again an thank me again an I drive way. An on way home I go over same rough street an horn she no blow and no rattle bang bang scare me to jump tru winshield and in morning there no drip drip under axle, and by damn I no have to wash for supper this time either cause steering wheel she got no grease on it and whole car him spick and span clean like my kid tony atter saturday nite bath.

So i rite you mister to tell you why i no buy your kind of car no more like first dealer I tell about sells. Lose busness dat way, mister. Why you no spank his fanny wake him up like I spank my kid tony when i tell him clean up backyard an he no do.

hello now. yurs truly A. Customer

How careful are you to see that the buyer is in the right frame of mind as he drives away in the spanking-new or used car from your place? Have you coached the salesmen to make certain that every effort has been made to start him off as a happy owner of that unit which he is going to feel, come hell or high water, cost him far too much?



More than 7,500 attended the opening ceremonies at Stroud, the midway point of the Turner Turnpike.

Now They're Blazing Four-Lane Trails

Thail - Blazing, 20th - century style, was in evidence in Oklahoma last month when the Turner Turnpike between Tulsa and Oklahoma City was formally opened.

The 88-mile toll road may become an important link in an integrated system of turnpikes between the Southwest and the eastern and midwestern parts of the country.

Although the turnpike is only 14 miles shorter than the present U. S. Highway 66 distance between the two cities, it is estimated that as much as an hour's driving time can be saved.

There are no sharp curves, no cross traffic, no traffic signals and no pedestrian crossing. The road has two 24-foot roadways, separated by a 15-foot center mall.

There is a minimum speed limit of 40 m.p.h., with the current maximum remaining at the 65 m.p.h. which is the state speed law.

Passenger-car toll for the entire 88-mile stretch is \$1.40. All vehicles are given a ticket on entering the turnpike and pay the fare at the place where they leave. There are six entrances and exits.

Restaurant and service-station facilities are operated at the midpoint of the turnpike and at two other points on each side of the road.

Financed by self-liquidating bonds, the turnpike is constructed to move all types of traffic rapidly and safely, and to make driving more pleasant. It is the longest stretch of turnpike in service west of the Allegheny Mountains.



Former Governor Roy J. Turner, under whose administration the turnpike was begun, cuts the ribbon to let use of the road begin.

The traditional pioneer meets the modern pioneer at the Oklahoma City terminal of the turnpike as Tom Logan, his wife and five children arrive by covered wagon from Tulsa. The 88-mile trip took them $3\frac{1}{2}$ days.



They're Making A Profit with

"Free Coffee for All"

By M. M. Wilcox Assistant Editor



Whether it's their second cup of the day on the way to the office or a pick-up after shopping, customers enjoy the free coffee handed to them in the service lounge. Here two of them are watching through the plate-glass window of the lounge for the arrival of the courtesy car.

Even in these days of inflation, \$1,600 is a lot of money to make from a pot of coffee.

Yet R. E. Dumas Milner, owner of Milner Chevrolet Co., Jackson, Miss., figures that his practice of giving free coffee to both employees and customers could be worth that much to his firm in a month.

For those who think the figure sounds fantastic, Milner breaks it down this way:

The firm has an average of 117 employees. Since it is situated on the edge of the business district, employees had to spend a minimum of 15 minutes to walk to a place that served coffee, drink a hurried cup and get back on the job. With

117 employees taking 30 minutes a day for coffee (15 minutes in the morning and 15 in the afternoon), that meant 58 hours a day. Not everybody drinks coffee, so round it off to 50 hours.

The average hourly rate for all employees is well over \$1 and the 50-hour loss would approximate \$75 a day. With 22 working days in a month, the total would be around \$1,600 monthly.

The figures assume that employees have enough work to keep them busy all the time, and at this progressive dealership that's usually true. Certainly the free coffee given to customers will help bring them back with more business and keep the employees occupied during the time saved on coffee breaks.

Before anyone jumps to the conclusion that Milner is the type boss who walks around with a stopwatch in one hand and an adding machine for a brain, it should be pointed out that he doesn't expect to find a "coffee profits" notation in his monthly financial statement.

The figures — which he jotted down as he talked about the possible benefits of his new installation — are just his way of emphasizing that free coffee is not an expensive courtesy for a firm to offer, but a sound investment in many cases. Milner worked out an arrangement with a local restaurant concern that might well be duplicated in other localities.

"When we put in our new customer waiting room for the service department, we set aside adjoining space for a snack-bar type of restaurant," Milner said. "We installed the restaurant facilities and we permit a local concern to use the space without paying rent. We pay the utilities.

"In return, the restaurant provides free coffee for all our customers and employees, as often as they want it.

"The arrangement is working out well for us and for the restaurant operator."

Customers can go into the restaurant or coffee can be handed to them through a window at the back of the waiting room. While (Continued on page 113)

During the first showing of the 1953 models, the new restaurant and lounge received some attention too, as this photograph clearly shows.





NEWS BRIEFS of the

Georgian Is Awarded Top Pontiac Honor

LESTER E. Martin of Ryman Pontiac-Cadillac Co., Dalton, Ga., was the winner of the national "Belt of Champions" award of Pontiac Motor Division for "exceptional sales achievement" during 1952.

A continuing activity since 1949, the yearly award recognizes outstanding activity in parts and ac-

cessory merchandising.

Zone winners included: Henry G. Bauer, Washington, D. C.; J. W. Fuller, Jr., Raleigh, N. C.; Chester Ludlam, Wichita Falls, Texas; Kenneth Kinsey, Kansas City, Mo.; John Phillips, Sherman, Texas; Bruce Weimer, Louisville, Ky.; Martin Mullen, New Orleans, La.; Clyde Wilcox, St. Louis, Mo., and Charlie Springer, Houston, Texas.

Buick Moves Barbata To St. Louis Zone

Roy P. Barbata, formerly at Milwaukee, has been named zone manager for Buick Motor Division at St. Louis, Mo. He succeeds J. J. Shaw, transferred to Los Angeles, Calif.

E. A. Zimmerman, assistant zone manager at Oklahoma City, has been moved to El Paso, Texas, to succeed E. C. Kennard, placed on

special assignment.

D. R. Marteeny has been appointed assistant zone manager at Kansas City, succeeding R. T. Herrick, who has been named Denver zone manager.

Trailmobile Steps Up Georgian

Lou C. Doss of Atlanta, Ga., has been named division manager of the new Southern sales division of Trailmobile, Inc. He opened the factory branch in Atlanta in 1948 and had been branch manager there since that time. The new division includes factory branches at Atlanta, Birmingham, Ala., and Jacksonville, Fla.

N. C. Group Asks Car Manufacturers To Set Up Dealer-Relations Systems

A RESOLUTION calling on all car and truck manufacturers to set up, at the earliest possible date, departments for the express purpose of improving factory-dealer relations was adopted by the North Carolina Automobile Dealers Association at its annual convention, held May 3-5 at Pinehurst, N. C.

The dealers also urged the industry relations committee of the National Automobile Dealers Association to continue its efforts for consolidation of factory new-model announcements into a 45-day

period

A highlight of the program was a one-act play, "Dealer Operations," which presented dealership "diseases" and "cures" in a humorous and constructive fashion. Members of the Raleigh Little Theater took part in the play, as did five dealers: Charlie Conn, Jr., Jack

Steele and Frank Anderson, Jr., all of Raleigh; Brack Wilson, Smithfield, and Allan Mims, Rocky Mount.

"A good sales program is dependent upon the ability to use what you know about selling." Arthur H. "Red" Motley, president of Parade Publication, Inc., told the dealers in one of the principal addresses during the meeting.

T. J. O'Neil, director of product sales and dealer organization planning, Ford Motor Co., emphasized that each department of a dealership "is essential to the success of the dealership in a competitive

market.'

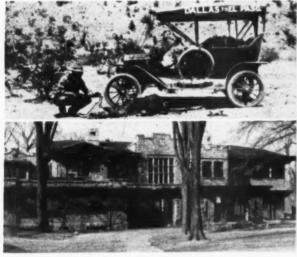
Other speakers included Calvin Dean Johnson of Remington Rand, Inc., Congressman Charles A. Halleck, majority leader of the House, and Mel Sanders, treasurer of NADA.

Officers of the North Carolina Automobile Dealers Association include (l. to r.): President T. L. Black, Pinehurst Garage Co., Inc., Pinehurst; Judson B. Smith, Greensboro, vice-president; J. Bobo Langston, Charlotte, secretary; Charles G. Conn. Jr., Raleigh, treasurer; Mrs. Bessie B. Ballentine, executive secretary, and Allan Mims, Rocky Mount, NADA director and chairman of the NCADA industry relations committee.



AUTOMOTIVE : INDUSTRY





Henry Ford founded the Ford Motor Co. 50 years ago on June 16. Anniversary gatherings of dealers this month recalled such instances as portrayed in two of the above photos: The time when, in 1912, B. L. Graves and Dr. S. E. Milliken of Dallas drove to El Paso and were chased by wolves near Pecos City, and

when thousands watched in amazement as a Model T climbed the steps of the Tennessee capitol at Nashville in a stunt arranged by Harlan W. Major, Ford dealer at Nashville. The third picture shows Fair Lane, Henry Ford's home. It cost \$1,032,000 when erected in 1915. It was here he died April 7, 1947.

Credit Not Excessive. C. I. T. Head Says

WARNINGS that the volume of consumer credit today is excessive and dangerous are based on guesswork and not on sound economic reasoning, according to Arthur O. Dietz, president of C.I.T. Financial Corp.

"We in C.I.T., with more than 40 years' experience in administering installment credit, firmly believe that the vast majority of American consumers are capable of budgeting their installment purchases on a sound basis," Dietz told stockholders at the annual meeting.

"Year after year, in our experience, the installment buyer has purchased and paid for automobiles and other durables with relatively few defaults-and this was true even in the depth of the depression of the early 30's," he said.

The firm's automobile financing subsidiaries, Universal C.I.T. Cred-

it Corp. and Canadian Acceptance Corp., Ltd., handled a volume of retail automobile financing in the first quarter of 1953 amounting to \$263,389,000. This was an increase of 29 per cent over the first quarter of last year.

Wholesale volume for the first quarter of this year was \$521,-131,000, compared with \$357,-188,000 in the same period of 1952.

Chrysler Names Managers

Edwin Lamm, Jr., has been named district manager of the Beaumont, Texas, district of Chrysler Division and Alvin J. Lockley has been named manager at Albuquerque, N. M.

Buetow Heads 3M

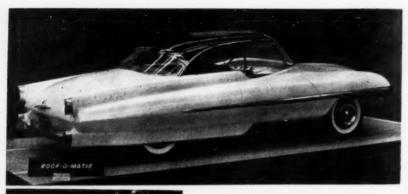
Herbert P. Buetow, formerly executive vice-president in charge of finance of Minnesota Mining & Manufacturing Co., has been elected president.

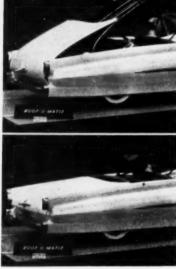
Chevrolet to Construct Southwest Warehouses

HEVROLET Motor Division will Cerect two combination warehouse and office buildings in the Southwest, W. E. Fish, general sales manager, has announced. Both will be used to distribute parts and accessories for Chevrolet, Pontiac and Oldsmobile automobiles and for housing Chevrolet zone sales office.

The larger building, with 96,000 square feet of floor space, will be in Dallas, Texas. It will serve dealers in Texas, Louisiana, New Mexico, Oklahoma and Arizona. It supplants a warehouse in Fort Worth and zone office space in downtown Dallas.

The Oklahoma City building will have 53,000 square feet of floor space and will serve 425 dealers in Oklahoma and the Texas Panhandle. It will replace older warehousing facilities and downtown office space.





This experimental scale-model of a metal-top convertible could be Ford Motor Co.'s answer to the desire of many people for a true "hardtop" convertible, but factory officials say it is not possible to predict at this time when and how the idea will be applied to any Ford production models. The allisteel top can be lowered electrically under the rear-deck lid, fitting snugly to allow room for luggage. When top is completely lowered, the rear deck returns to its normal place. The rear window can be moved into three positions: left in position behind the rear seat, lowered under the deck lid or swung forward to form a tonneau windshield as shown in lower photo. The basic principles of the top mechanism could be applied to any of Ford's passenger-car lines, factory engineers said.

Two AFL Unions Join to Spur Organization of Shop Employees

Two of the largest unions in the American Federation of Labor have agreed to split between themselves the unionization of service-station and dealer-shop employees, according to the National Automobile Dealers Association.

The International Brotherhood of Teamsters and the International Association of Machinists, often enemies in the past, have joined forces in new efforts to organize the automotive maintenance work-

Under the agreement, the Teamsters will have jurisdiction over employees engaged in storing, washing, polishing, fueling, oiling, greasing, tire service and repair, battery service, receiving, shipping and delivery. Included are hostlers, service-station attendants, parking-lot attendants and salesmen.

The Machinists' target will be all employees who assemble, dismantle, adjust and repair bodies and all mechanical parts of automotive equipment.

At the time the agreement was reached, the Teamsters met in Chicago to plan organizing strategy. When Dave Beck was elected president of the Teamsters, he pledged to more than double the union's membership of 1,350,000 within ten years.

NADA urged its members to study employer-employee relations in their own shops and also to become familiar with labor relations and current labor laws and regulations.

Harvey Fruehauf Retires

Harvey C. Fruehauf, chairman of the board of Fruehauf Trailer Co. since 1949, has retired because of his health. He will continue as honorary chairman.

Looking Ahead

 Aug. 23-26 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs, W. Va.
 Sept. 17-19 — Annual convention of

New Mexico Automotive Dealers, La Fonda Hotel, Santa Fe, N. M. Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington. Kv.

ton, Ky.
Sept. 24-26—Annual convention of
Automotive Wholesalers of Texas,
Austin.

Sept. 26.—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs, Ark.

Sept. 27-28 — Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.

Oct. 2 — Annual convention of Kansas Motor Car Dealers Association, Town House Hotel, Kansas City, Kan.

Oct. 4-6—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.

Oct. 4-6 — Annual convention of National Used Car Dealers Association, Hotel Statler, Detroit.

Oct. 11-12—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 18-20—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27 — Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.

Daytona Beach, Fla.
Oct. 29-Nov. 1 — Annual convention of Automotive Parts Rebuilders Association, Sherman Hotel, Chicago,

Ill.

Nov. 9-11 — Annual convention of
Automotive Trade Association of
Virginia, John Marshall Hotel,
Richmond, Va.

Nov. 18-19 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa, Okla-Dec. 7-8 — Annual meeting of The

Oil Industry TBA Group, Chase, Park Plaza and Forest Park Hotels, St. Louis, Mo.

St. Louis, Mo.
Dec. 7 and 10 — Annual convention
of Motor and Equipment Wholesalers Association, Chicago.

Dec. 7 and 10 — Annual convention of National Standard Parts Association, Sherman Hotel, Chicago.

Dec. 8-9 — Automotive Service In-

dustries executive booth conference, Navy Pier, Chicago. Jan. 9-13—Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

May 10-11—Annual convention of Missouri Automobile Dealers Association, Kansas City.

Dec. 8, 9, 10 and 11, 1954—Biennial Automotive Service Industries Show, Navy Pier, Chicago.

States Study Changes In Speed Limits

In the first five months of 1953 proposals have been made in state legislatures for increased speed limits in 13 states, establishment of limits in five states where none existed before and for decreased speed limits in seven states, according to a National Highway Users Conference survey.

Arkansas has increased truck speed limits from 45 to 50 m.p.h. Kansas has increased the limit for heavier trucks from 40 to 50 and for buses and lighter trucks from 55 to 60

A new Maryland law requires trucks over 7,500 pounds gross weight to operate at speeds ten miles an hour less than other vehicles, except in areas where the maximum lawful speed is set at 35 m.p.h.

A number of state legislatures have adjourned sine die, but additional revision of speed limits in some states before the end of the year is possible.

Kaiser-Frazer Shows Loss During 1952

K AISER-FRAZER Corp. lost \$4,-711,876 in its 1952 operations, just over one third of the loss sustained by the firm in 1951, according to the annual report to stockholders.

The corporation said its sales volume for 1952 was more than double that of the previous year and also reported that for the last half of 1952 it operated at a profit.

Fleet Men Study Alignment

S. H. Hemphill, Southern district manager for Bear Mfg. Co., discussed alignment service at the monthly meeting May 12 of the Fleet Superintendents Association, Atlanta, Ga. Lawrence Tucker of Georgia Power Co. is president and W. E. Burnett of the City Water Works Shops is secretary of the group.

Chrysler Advances McCarthy

George J. McCarthy, who was regional manager for Chrysler Division at Jacksonville, Fla., from 1949 until 1952, has been appointed director of marketing and distribution, a new position for the company. Since October, 1952, he had been merchandising manager of Imperial sales.

National Safety Council Votes SAJ Its Public Interest Award for 1952

Southern Automotive Journal has been voted the National Safety Council's Public Interest Award for 1952. The non-competitive award is made annually to public-information media for exceptional service to safety.

"We here at the council have been aware of all you have been doing for safety, and we are delighted that the judges agree," stated Ned H. Dearborn, president of the council, in making the award.

"Foreign Lemon" Put Squeeze on Him

A man who painted his used car with signs saying, "This Car Is a Lemon" and "The Price of Lemons Has Gone Up—I Paid \$2,800 for This One" has been barred from Cabell County, W. Va., under an injunction issued by Circuit Judge J. W. Hereford.

The man bought the car in Ohio, but Colonial Motors, Inc., Huntington, W. Va., said the signs were injuring its business of selling the same make of automobile.

"As you know, the award is not competitive," he said, "but it does give us an opportunity to express our appreciation for exceptional service to safety.

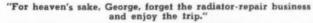
"I am sure you feel, as we do, that there is another, less tangible result of your safety efforts — the knowledge that you have helped prevent many accidents."

The 1952 award went to eight general-circulation and 21 specialized magazines, 16 daily and seven weekly newspapers, 79 radio and 16 television stations, four radio networks, 19 advertisers and 13 outdoor and transportation-advertising companies.

"Publishers, broadcasters and advertisers are more and more accepting accident prevention as one of the great social problems of our time," Dearborn said. "Such acceptance is vital to the success of the accident-prevention movement, because public-information media command the channels of mass communication which make it possible to reach and teach the public.

"This award program reveals a growing realization that by protecting the welfare of the individual, we also protect the welfare of the nation."

(Continued on page 155)





Southern JOBBERS AND FACTORY MEN



"Model-T" Pioneer Is Streamlined Now!

By Baron Creager Southwestern Editor

G. GRINDLE admits that by modern standards among automotive wholesalers, it may not be such a distinction to have been the first man to peddle automotive items from a motor vehicle in the state of Texas.

Nevertheless, he lays claim to having been the pioneer in that category. The motor vehicle was, originally, a Model-T passenger car. But eventually Grindle fitted it with a truck body and of this he is certain: He was first to peddle in Texas from a truck.

Grindle, who once operated a string of jobbing houses in the Rio Grande Valley, now contents himself with a one-store project, the Grindle Sales Co. in Harlingen, population 35,000, at the lower, or east end of The Valley.

He is without doubt the first automotive wholesaler to establish himself in The Valley and he built the first building used exclusively for the wholesaling of automotive merchandise to Valley outlets. This building is still in use and, despite the many cracks about how far today's dollar will go, almost anyone can hit the old building if he stands against the new structure and aims well with a silver dollar.

There is still another distinction about Grindle, for there is no question but that he lives as close to his business as any wholesaler extant. He leaves most of the Grindle Sales chores to Jerry Muggli, vice-president and general manager, but the boss can't help but know what's going on, for he and Mrs. Grindle live upstairs over counters and bins in a very comfortable and attractive apartment. And the doctor once told Grindle to stay away from his work!

By now, of course, people in the railroad yards back in Indianapolis have quit wondering whatever happened to that chump, Grindle, who worked so much overtime, while everyone else took off on the minute. Let's see, wasn't he going to be a salesman?

Selling Was a "Natural"

"Yes, I seemed to have a natural interest in selling," says the pioneer Valley jobber, "perhaps because my father was a salesman before me. And although I did my work well at the Indianapolis yards and put in lots of overtime to be sure everything was in order for my relief, I also had spare time. And in that spare time I read everything I could find on selling.

"After reading a lot and thinking it out, I decided I could make a go of it in my own business. It looked to me like the automobile field had lots of promise, and that was my choice.

"Meanwhile, I had learned there were two automotive items being manufactured in Indianapolis—shocks for a Model T and a circulating water pump. To shorten the story, I got these two lines for the state of Texas and headed for Fort Worth, where my brother lived at that time."

This, says Grindle, was in 1922, and in Fort Worth he loaded his Model T with samples and set out. Dealers wouldn't buy outright; they weren't sure the shocks or the pump would sell, so Grindle tried to persuade them by leaving samples. But that didn't work out so well for, on his next call—and calls were few and far between

considering roads of those yearsthe sample shocks and sample water pump could not be found and the dealer couldn't remember what happened to them.

"But there were other lines," L. G. recalls, "and one I took on was ignition points and I got to be an expert on ignition before I did very much business with that par-

ticular line.

"I would start to West Texas loaded with ignition points and get back to Fort Worth about once a month. Don't know how many times I got pulled out of the mud with my Model T. But as I made my rounds I kept getting inquiries about light bulbs. It looked so good to me I made a deal with Fred V. Epperson, who didn't think they'd sell. But after one trip he was convinced, and we went to town on light bulbs. Then I took on the old Cogdell cold patch and carried them, too.

With those three lines-the original two were out of the picture by then-I came to Harlingen, which had been my goal ever since leaving Indianapolis, and the first month here I sold \$1,500 worth of

light bulbs.

"The Valley seemed to be starved for what I had, but the roads weren't any better than they were in West Texas, so I couldn't get around fast enough. And the Model T wouldn't hold enough as I would run out of items before I got to Mercedes, about 25 miles west. I never could get as far west as McAllen, about 45 miles, with any merchandise in the Model T. I would even try to slip around towns without being seen, but that made customers mad, so it was



These three are the kingpins in the operation (l. to r.): Grindle, Mrs. Grindle, who for many years did all the buying while her husband called on the trade, and Jerry Muggli, now vice-president and general manager.

then, probably late in 1923, that I fitted the Model T with a truck body. It held more merchandise and then I was able to do more business."

Soon thereafter, however, Grindle perceived the real opportunity -an exclusive jobbing house for Valley customers-and in 1924 built the first such structure in that area, amidst ridicule of Harlingen citizens. He built it on one of two lots he had purchased for \$700, yet the citizenry thought him slightly demented for building "so far out in the country.

Later the original Valley jobbing institution was replaced with a larger structure, which will probably stand indefinitely, since it

consists almost entirely of concrete to frustrate The Valley's termites. This home of the Grindle Sales Co. required most of two calendar years-1939 and 1940-to build. since even the beams are of reinforced concrete, poured in forms and allowed to set.

Grindle is proud of his building, for he drew the plans because the architect wanted an \$800 fee. And every beam fits perfectly into place.

Later, too, there was a string of jobbing houses, with one as far away as Edinburg, more than 50 miles west and north. L. G. is proud to report that since he sold the chain, every buyer is doing well.

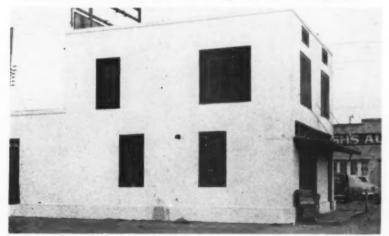
Mrs. Grindle, still very active in the business, is a highly-educated automotive wholesaler in her own right and for some years did all the buying, so L. G. could ply his trade on The Valley roads.

As he made his rounds his attention was attracted in particular to one young fellow who seemed to be ubiquitous-in all places at once-around his father's service station in San Benito.

"He gave better service." Grindle remembers, "was more personable and more alert and vigorous than any young man I had observed throughout the territory. We became better acquainted as the months passed and finally, as I hoped he would, Jerry Muggli asked me for a job, and got it. He started in 1929 as truck driver and now, in addition to being vice-

(Continued on page 98)

Grindle's original building, the first in its area used exclusively for automotive wholesaling, still is retained by the firm for storage space.







Range Auto Parts Marks Its 20th Anniversary

A N OPEN house in its remodeled building was a highlight of the 20th anniversary celebration of Range Auto Parts, Inc., Johnson City, Tenn.

"We have conducted a large number of clinics and automotive shows during the past 20 years," said Raymond M. Long, vice-president and general manager, "but none of them ever came close to being as successful as our 20th anniversary party. Our store building was literally packed, as well as the machine shop and the electrical shop. Both shops were in continuous operation during the evening.

"Manufacturers' representatives who attended the meeting, and there were at least 30, said the party was one of the most successful they had ever attended. Our trade participated most enthusiastically in the meeting."

The entire Range plant was revamped for greater efficiency during the remodeling. More store space was gained by moving the office to an adjoining building,



A remodeled store, both inside and outside, was shown to the public as a part of the 20th anniversary celebration of Range Auto Parts, Inc., Johnson City, Tenn. George V. Gilbert (top left) is the president and Raymond M. Long (lower photo) is vice-president and general manager.

where additional warehouse space is also available. New shelving has been installed and the operation has been rearranged to facilitate handling of orders.

The company was founded by Harry G. Range, who in 1952 rounded out 20 years as a Buick dealer. Range sold his interest in 1950 and in that year George V. Gilbert bought an interest in the firm and was elected president. Raymond Long has been manager of Range Auto Parts since its inception.

Roper Dies in Houston

Robert N. Roper, 43, manager of the parts department of Beard & Stone Electric Co., Houston, Texas, died recently from a heart attack.

Barnes of Baton Rouge Named by Rotarians

P. Barnes, Jr., Barnes Motor Supply, Baton Rouge, La., will become district governor of Rotary International on July 1. There are 52 clubs in District 202, which he will head.

Barnes has been a member of Rotary since 1922 and is past president of the club at Baton Rouge. He is a past director of Motor and Equipment Wholesalers Association and has long been active in association and civic affairs in his locality.

W. C. Link, formerly a counterman for Simmons Parts Co., Inc., Staunton, Va., is now an outside salesman for the firm.

These lucky rescals did all this work in an hour, just out from Palm Beach, Fla. Beneficiaries of this harvest of the king, amberjacks and bonitos are (l. to r.): Max Smith, divisional manager of Auto-Lite; John Riggs, Riggs Bros., Inc., West Palm Beach jobber; Robert F. Coleman, district manager of Auto-Lite, and Paul Riggs of Riggs Bros.



Collections Show Slower Trend

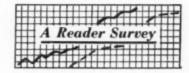
A LMOST two out of three wholesalers in the South and Southwest found that collections were taking a little more time and consistent effort during the first four months of 1953.

Some replying to a survey last month by SOUTHERN AUTOMOTIVE JOURNAL expressed real concern over the situation. While collections generally were a little slower, most firms were getting their money without undue difficulty.

The substantial number—slightly more than a third—who reported that collections this year had been easier to make, or at least no harder, were in most cases those who have always paid careful attention to credit or those who had recently tightened up on credit in anticipation of slower collections.

Ed Coward, president of Allied Auto Parts Co., Inc., Mobile, Ala., summed up the situation when he commented:

"There is no doubt that collections are becoming a little harder. However, the first four months of this year do not reveal any serious trend. We do notice that some are getting a little later in the month before their bill is finally paid. By the month's end we seem to have collected about the same percentage, possibly through our efforts and persistence."



Among other wholesalers reporting tougher collections were:

J. S. Simmons, president, Simmons Parts Co., Inc., Staunton, Va.

—"Collections are twice as slow and tougher to collect than six months ago."

Jim Fomby, partner, Automotive Supply Co., Alexandria, La.—
"Collections from smaller accounts, as well as some fleets and contractors, have been slow this year. The general run of our automobile dealers have continued to discount their bills."

Alexander-Seewald Co., Atlanta, Ga.—"Due to inclement weather during January, February and March, collections have been much slower than in 1952."

Arnold J. Siegal, Alabama Auto Parts Co., Inc., Birmingham, Ala. —"Collections are tougher, but we are putting more effort behind them. Thus we are pleased so far."

Palmer Haworth, secretarytreasurer, National Welding and Grinding Co., Dallas, Texas— "Collections somewhat slower."

R. H. Curby, owner, Curby Auto Supply Co., Ottawa, Kan.—"Collections are tougher. Even good accounts are behind in payment."

R. L. Brickey, president, Auto Parts, Inc., Roanoke, Va.—"Collections are somewhat slower."

W. P. Farley, owner, Automotive Supply Co., Maysville, Ky.—"Collections are definitely tougher now than last year. The outlook, in our opinion, is not good along this line"

Ed Miles, manager, Auto Parts & Gear Co., Hendersonville, N. C.

"Collections have been tougher."

Dixie Motor Supply Co., Orlando, Fla.—"Collections have slowed up in last two months. We are watching credit carefully."

A. D. Howe, owner, Auto Specialty Co., Wheeling, W. Va.—
"Our old, regular standby accounts are discounting as usual. The spasmodic and new accounts are the offenders. We are watching this type very closely. New accounts, unless old established firms, are screened very carefully. The whole thing stems from the fact that money here is tight, due largely to the coal mines which are working only two or three days a week at best."

L. W. Chambers, owner, Chambers Automotive Supply, Princeton, W. Va.—"Collections a little tougher."

G. K. Linkous, owner, Link's, Danville, Va.—"Collections are considerably tougher."

L. U. Thompson, Jr., president, Thompson Auto Supply Co., Inc., Hattiesburg, Miss.—"It has been our experience in the first few months that collections are definitely tougher. Although we have been able to keep accounts receivable in almost as good condition as 1952, it has required much more effort on the part of salesmen and management."

Don E. Sanders, Farmington Auto Supply Co., Farmington Mo.
—"More accounts running past due, or past the 10th prox., than for the same quarter of the past three years."

W. Petty, advertising manager, Koochook Co., Inc., St. Louis, Mo. —"Collections are harder and very close to the vest."

Max M. Goins, stock record clerk, Holston Auto Supply Co., (Continued on page 144)

The Flowers Co., Hickory, N. C., marked its 30th anniversary with a dinner and informal party for employees at the Hickory Community Center. Dr. H. D. Henry, radio commentator and speaker, was the guest speaker. After the dinner the employees enjoyed the recreation facilities of the center, including bowling alleys, ping-pong and pool tables. General Manager H. Lester Flowers was in the hospital because of a slight heart attack at the time of the anniversary celebration. The firm operates branch stores at Lenoir, Morganton and Statesville, N. C.



SERVICE



AND MAINTENANCE

The "Red Ram" Distributor

Before getting into the servicing of the ignition distributor of the Dodge Red Ram V-8 engine, let's consider a description of it and its principles of operation.

The distributor is driven by a drive shaft which engages the camshaft. The distributor accurately times and distributes the ignition current.

Two sets of breaker points located in the base of the distributor time the ignition by opening and closing the primary circuit between the battery and the ignition coil at the correct time. A rotor in the distributor cap distributes the high-tension current, built up by the ignition coil, to the spark plugs, as the pistons reach the top of their compression strokes.

Two devices are built into the distributor to provide automatic advance of ignition timing according to engine speed and load. One of these is a centrifugal governor in the distributor body which regulates the spark timing according to speed. The other consists of a vacuum-operated unit which is attached to the side of the distributor body. The vacuum for operating this unit is obtained through a drilled passage above the throttle valve in the carburetor. The vacuum unit regulates



By E. M. Lowery Technical Editor

the spark timing according to load.

Principles of Operation

a. Distributor points:

On any distributor, when the points open, the primary current through the coil is interrupted. This causes the magnetic field to collapse suddenly and induces a high voltage in the secondary winding. This high voltage fires the spark plug. The value of this voltage depends on how much primary current is present at the in-

stant of point opening. This primary current starts building up as soon as the points close after firing the spark plug.

The longer the points remain closed, the greater will be the primary current build up (to the point of saturation) and the higher the voltage induced when the points again open to fire the next spark plug.

On an eight-cylinder distributor with only one set of points, the length of time the points are closed when operating at high speed is so short that the primary current does not build up enough for efficient operation.

On the new Red Ram V-8 engine, this build-up time for the primary current is increased by using two sets of points in the distributor. They are connected in parallel between coil and ground and are staggered in relation to the eightlobe cam. The overlapped contacts result in longer coil saturation and as they are in a parallel circuit, no ignition occurs until both contacts are open (see Fig. 1).

As the cam rotates in a clockwise direction (as viewed from above), the first set of points closes the primary circuit. As it rotates a little further, the second set of points closes, but since they are connected in parallel, the circuit is not changed. Further rotation of the cam causes the first or "circuit maker" points to open.

But again, the circuit is not interrupted because the second or "circuit breaker" points are still closed. Later, the second set of points open and break the primary circuit, causing a spark at the plug.

Thus, on the two-breaker dis-

July: Plymouth's Hy-Drive

Transmissions are always a good subject, attracting high reader interest. Next month Ed Lowery will "tear apart" the Hy-Drive, now appearing on some of the new Plymouths.

tributor as used on this engine, one set of points closes the primary circuit and the other set opens the circuit, so that the primary current has more time to build up for efficient high-speed operation.

b. Spark advance:

When engine is idling with throttle closed, there is no vacuum present at the vacuum unit and the spark occurs at the timed position. With wide-open-throttle operation, such as on acceleration, the vacuum is sufficient to operate the vacuum unit, but the spark is advanced to correct position by means of the centrifugal governor.

Under normal road-load or partthrottle operation, the spark is advanced by the governor in proportion to speed. In addition, sufficient vacuum is created at the vacuum-control unit to move the diaphragm and compress the spring in the unit. The arm of the vacuum unit is connected to the breaker-point plate which rotates, causing additional spark advance for efficient fuel economy.

Distributor Point Adjustment

a. Setting points:

Since the make and breaker points are timed to close and open at the exact instant necessary for efficient engine operation, adjustment of points is an important factor in correct distributor operation.

New points can be adjusted with a feeler gauge. If points are used but still clean and make flat contact with each other, a dial indicator tool C-707 can be satisfactorily used. If points are pitted or badly worn, they should be replaced, because metal may be burned, causing a resistance that would cause poor point operation.

(1) Feeler gauge or dial indicator method:

Rotate the distributor shaft until rubbing block of one set of points is on high spot of cam (Fig. 2). With screwdriver blade inserted in the triangular opening, close or open points to a clearance of .015" to .018" by turning screwdriver blade against stationary point plate. Check clearance with a clean feeler gauge or dial indicator, as shown in Fig. 2.

(2) Dwell meter method:

If points are set by means of dwell meter, block one set of points open by means of clean insulation material placed between the contacts while adjusting the other set of points to show 26 to 28 degrees of closure on dwell meter.

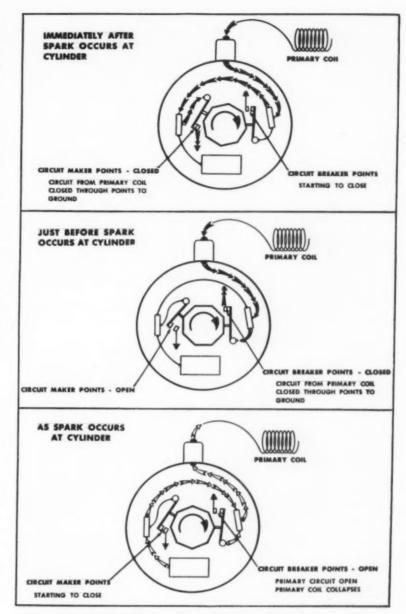


Fig. 1-Schematic operation of distributor.

The total dwell angle of both sets of points is 32 to 36 degrees.

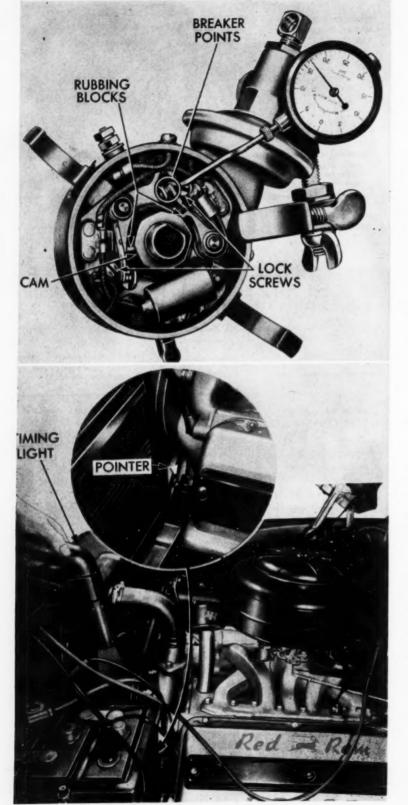
Note: The lock screw should be loosened just enough so that the stationary point plate can be moved with a slight drag; otherwise, it will be difficult to set the points accurately.

After setting points to correct clearance, tighten lock screw. Then, turn distributor shaft until rubbing block of second set of points is on high spot of cam and adjust the second set of points in the same manner.

b. Checking for condition of dis-

When adjusting points with dwell meter, it is advisable first to set point gap to specified clearance with feeler gauge or dial indicator as outlined above; then, find degrees of dwell on dwell meter and check dwell reading against point gap.

If dwell angle shows 32 to 36 degrees (point gap .015" to .018"), the distributor is in good condition. However, if dwell angle is not within specifications (point gap .015" to .018"), or if dwell-meter needle is erratic, the distributor should be carefully checked for the following conditions:



At top: Fig. 2—Adjusting point gap. Above: Fig. 3—Timing-light hook-up.

- (1) Worn rubbing block.
- (2) Rubbing block bent or worn over to form a sort of shoe at the end (generally where non-standard parts are used).
- (3) Rubbing block not square with cam.
- (4) Badly-worn cam (only on very old distributor).
 - (5) Drive shaft bushing wear.

Adjusting Ignition Timing

First, make sure that points have been properly adjusted (par. 3, above) and that distributor has been properly installed in engine. Then, timing can be most satisfactorily adjusted with the use of timing light tool C-696 as follows:

- a. Set to specified firing position (engine running):
- Place chalk mark on vibration damper indicating specified number of degrees.
- (2) Insert male end of adapter tool C-3066 into No. 1 (marked by a red plastic tower cover) distributor tower and insert No. 1 spark plug into female end of adapter as shown in Fig. 3.
- (3) Attach timing light tool C-693 (Fig. 3), as follows:
- (a) Connect blue wire to metal female end of adapter tool C-3066.
- (b) Connect wire with black insulator to negative battery terminal.
- (c) Connect wire with red insulator to positive battery terminal
- (4) Start the engine and allow to idle.

Caution: For accurate reading, make sure that carburetor is not set at the fast warm-up, idle speed. Wait until it is at slow idle after warm-up.

- (5) The timing-light flash should occur when the chalk mark on vibration damper is opposite the pointer on the engine block. If not, loosen the distributor clamp bolt and move the distributor either clockwise or counter-clockwise until the specified setting is obtained; then, tighten the clamp bolt. As the engine speed is increased, the timing light should indicate a gradual spark advance.
- b. Set to specified firing position (engine not running):
- If timing light is not available, a fairly accurate adjustment can be made as follows:
- Turn engine over in operation direction until specified reading in degrees of crankshaft rotation on vibration damper appears at pointer.
- (2) Connect test light in series between distributor primary lead

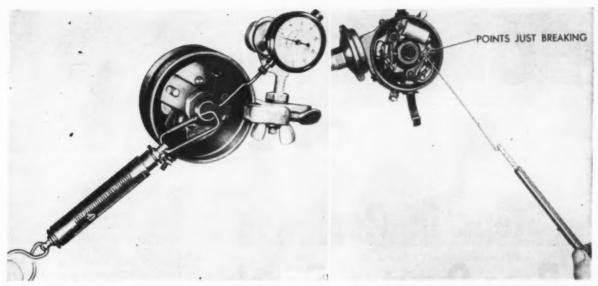


Fig. 4-Checking distributor shaft for side play.

Fig. 5-Testing breaker arm spring tension.

and negative battery post.

(3) Loosen distributor adjustment clamp bolt and back off distributor by turning it clockwise until light comes on. If light is on to begin with, this back-off will not be necessary.

(4) Turn distributor slowly counter-clockwise (which is against direction of rotor travel) until instant light goes out.

(5) Tighten clamp bolt.

c. Set to advance or retard position:

To advance or retard the timing to conform with special conditions, leave timing light tool C-693 hooked up as outlined in b. above and proceed according to the following instructions:

In low altitudes, the engine will give its best performance if timed according to the specifications chart.

With this timing, there will be a trace of spark ping from 15 to 30 miles an hour when accelerating with wide-open throttle in fourth speed from 15 miles per hour.

When using lower-grade fuels, or after carbon has accumulated, spark ping may be excessive with the specified timing. In such cases, ignition should be retarded not to exceed four degrees of crankshaft rotation later than specified timing.

In high altitudes, there is less tendency for spark ping with either standard or premium fuels and the same thing is true in low altitudes when using premium gasolines. In such cases, improved performance may be obtained by advancing the spark not to exceed four degrees ahead of specified setting.

Within foregoing limits, that is, from four degrees earlier to four degrees later than specified timing, a good rule to follow is to advance the spark until a slight ping is audible when accelerating from 15 miles per hour in fourth speed with wide-open throttle.

The distributor should be moved clockwise to retard and counterclockwise to advance ignition.

d. Check distributor advance:

The operation of the advance mechanism in the distributor can be checked on a testing machine according to specifications or the following table:

17.0

Servicing the Distributor

.101/2 to 121/2"

The distributor should be tested and recalibrated approximately every 10,000 miles in order to insure efficient engine operation.

Note: Before attempting to calibrate the distributor, check the drive shaft bushings. If the play in the shaft is more than .005", replace bushings as follows:

Servicing distributor drive shaft bushings:

To check the distributor drive shaft bushings before attempting to calibrate the distributor, proceed as follows:

 Remove the screws that hold the vacuum chamber to the distributor base.

(2) Remove the spring clip that holds the vacuum chamber arm to the breaker plate, then disengage lever from plate and remove vacuum chamber from the distributor.

(3) Remove the screws and lock washers that hold the distributor cap clamp springs to the distributor base. Then lift off the clamp springs.

(4) Loosen the primary lead terminal nuts and slide the primary lead off terminal. Now, lift out the breaker plate assembly of the unit.

Check the breaker plate for evidence of dirt, water or oil. If breaker plate is dirty, clean in a suitable solvent and blow dry with compressed air. Inspect the primary lead, ground lead and condenser lead for breaks or frayed insulation. Replace if not in good condition.

Check the upper plate of the breaker and make sure that it is not loose, and that the plate turns freely on the bearings. If the bearing binds, sticks or does not turn free, slide the bearing retainer clips out and away from bearing, then gently pry the upper and lower plate apart to expose the bearing.

Clean the bearing in a suitable (Continued on page 103)

BODY-SHOP OPERATIONS

Steps in Replacing Rear-Quarter Panels

By E. M. Lowery Technical Editor

There has been a great deal of discussion about the idea of building the rear fender as an integral part of the rear-quarter panel. However, since most manufacturers have now adopted this design, the idea evidently had merit.

This design does offer greater opportunity to build a more beautiful rear-quarter section; it also adds strength to rear of body.

The general adoption of this design has raised the question concerning the repair or replacement of this section of the body. Actually, repair of a damaged section of this type panel is the same as it has always been on the bolted-on fender type or any other body panel.

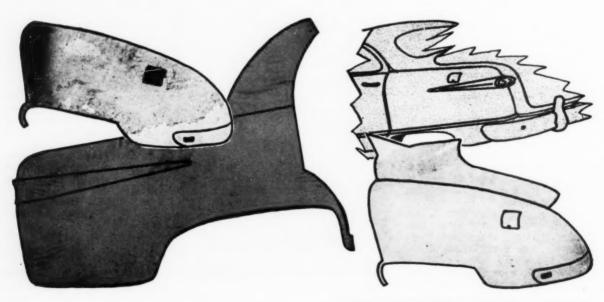
When a section of the rearquarter panel is damaged beyond repair, it should be cut out with a torch or other suitable cutting tool. A similar section should be cut from a new repair panel and welded into position on the damaged quarter panel. This is the standard method of making a repair of this kind, and has been used for some time in car body repair shops. Should the entire rearquarter panel be damaged beyond repair, one or two conditions may develop:

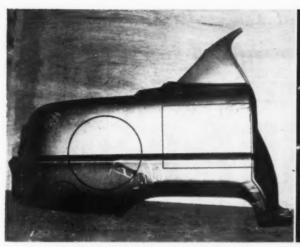
1. If only the outside quarter panel is damaged, then the repair can be made by cutting away the damaged panel and installing an entirely new repair panel.

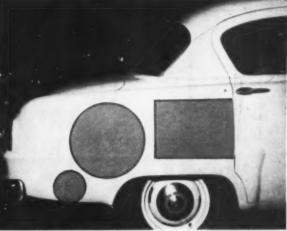
2. Should the inner and outer sections of the rear-quarter panel be damaged beyond repair, it will be necessary to install an entirely new service replacement inner and outer quarter-panel assembly.

Replacing Rear-Quarter-Panel Outer Shell

When the fender is damaged but the rest of the rear panel is intact, the fender is cut away and a new one is welded in its place.







It calls for skill to remove segments from replacement panel (left) and insert in the customer's car.

The following procedure is based on fundamental operations applicable to all types:

Tools and Equipment

Welding outfit: No. 2 welding tip, cutting attachment, No. 2 cutting tip, disk sander, safety goggles, socket set, screwdrivers, soldering kit, hacksaw, ¼" electric drill, 3/16" twist drill, cold chisel, ball-peen hammer, sheet-metal chisel, dinging hammer, all-purpose dolly, vise-grip wrench, 6" C clamps, body file and aviation snips.

Material: New quarter-panel outer shell, metal grinder, No. 36 open-coat disk, No. 36 closed-coat disk, 1/16" mild-steel welding rod, trim cement, weatherstrip cement, body solder, body deadener, 3/32" bronze welding rod, brazing flux and primer.

Procedure:

Remove the rear cushions.

Remove the rear-window garnish molding.

Remove the rear-quarter window.

Loosen the headlining and pin it back.

Remove the floor mat.

Remove the scuff plate or step

Remove the upholstery panel.

Remove the windlace.

Remove the trim sticks.

Remove the rocker panel molding.

Place stands under the rear of the car.

Remove the wheel.

Remove the fender, if the fender is a separate unit.

Remove trunk-gutter rubber. On some cars, removal of the trunk lid may be necessary.

Locate soldered welds with a torch, and remove the solder with the wire brush at points.

Cut the weld at the top of the panel with a hacksaw.

Drill the spot welds.

With a sheet-metal chisel cut the upper part of the panel ½" below the drip molding.

Drill the spot welds in the trunk gutter.

Drill the spot welds which join the quarter panel and wheel hous-

Drill the spot welds around the window opening.

Work the panel in and out until the spot welds along the lower end of the panel and inside the rocker panel break.

Drill the spot welds along the roof rail from underneath, and remove the remaining strip of panel left when the cut was made in operation.

Smooth all cuts and welds with a No. 36 closed-coat disk.

Install the new panel, and hold it in place with a vise-grip wrench and C clamps.

Tack-weld at various points.

Place wet asbestos paper on metal near point to be heated. This tends to prevent distortion.

Tack-weld the quarter panel to

the roof panel from the inside through holes in the inner panel at points.

In some cars that have solid inner panels, the welding must be done over and behind the roof rail.

Complete the welds.

Smooth all welds showing on the outer surfaces.

Solder where necessary. Finish with a body file.

Check the roof panel for warp from the welding heat.

The roof panel need not be warped if asbestos paper has been kept wet.

Heat must be absorbed by the wet asbestos paper and not by the roof panel.

Straighten the roof panel if it is warped.

Apply body deadener, and prime all inside surfaces to protect them from rust.

Replace all parts that were removed by reversing the removal procedure.

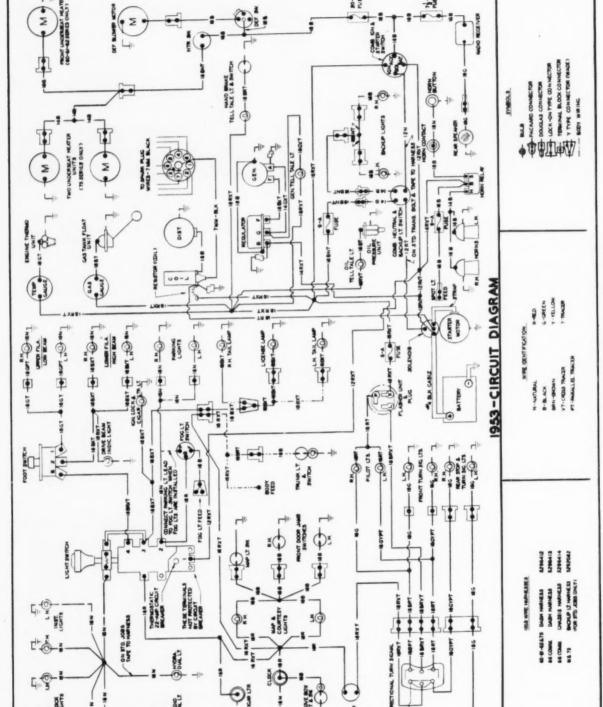
Removing Rear-Quarter-Panel Assembly

Often the damage on the rearquarter panel is so severe that replacement of the entire section is the only solution. A side blow can damage a rear-quarter panel so

(Continued on page 96)

July: Short Cuts and Tips

Helpful hints for greater profits and tips on short cuts in the body shop will be covered by Ed Lowery next month. He will draw on automotive experience of more than 40 years.



28.5 4.85

WIRING DIAGRAM FOR 1953 CADILLAC

O 0000

Motoring's new style leader comes through sensationally in gas economy, too!

1953 STUDEBAKER SCORES BIG WINS IN MOBILGAS RUN

studebaker
commander V-8
with overdrive
finished first
of all eights
in the run
in actual miles
per gallon

STUDEBAKER
LAND CRUISER V-8
with automatic drive
finished first
of all entries
with automatic
transmission
in actual miles
per gallon

CHAMPION
with overdrive
makes sensational

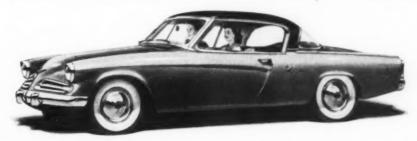
26.86

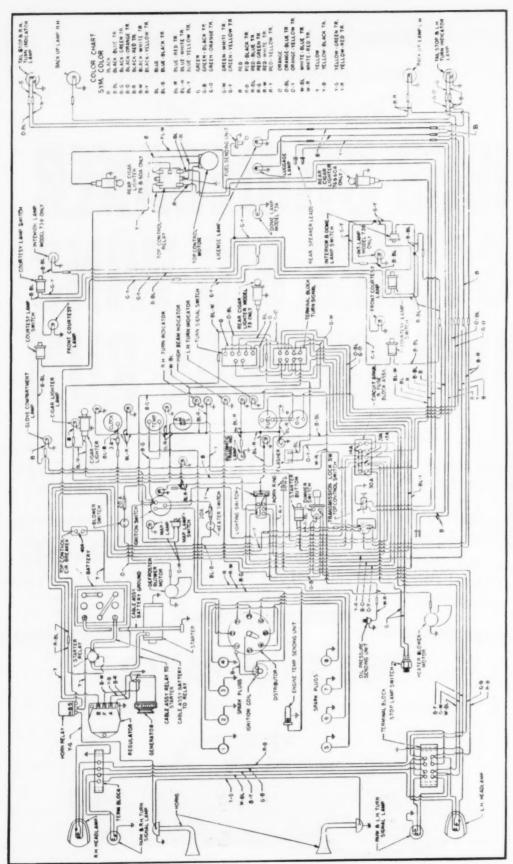
actual miles per gallon

to prove itself one of America's thriftiest cars

1953 STUDEBAKER

The new American car with the European look





DOUBLE YOUR PROFIT ON BRAKE JOBS BY APPLYING THE MIRACLE COMPOUND





COP-SIL-LOY makes brakes fade-proof and it's guaranteed. COP-SIL-LOY business is all plus business on old brakes or reline jobs!

COP-SIL-LOY stops brake fade. It builds customer satisfaction. COP-SIL-LOY is fully proven, fully guaranteed. Tremendous amounts of advertising and promotion are aimed at making every driver in America COP-SIL-LOY conscious. You'll have a chance to sell COP-SIL-LOY with every brake adjustment and every reline job. You sell COP-SIL-LOY applications at \$4.95 or more ... material cost is less than \$1.50 ... very little time required — And you double your profit on Brake Jobs!

- Stops brake fade
- Waterproofs brake lining
- Gives smoother, better braking action
- Protects drums, saves lining wear
- Doubles brake life
- Satisfaction guaranteed or money back

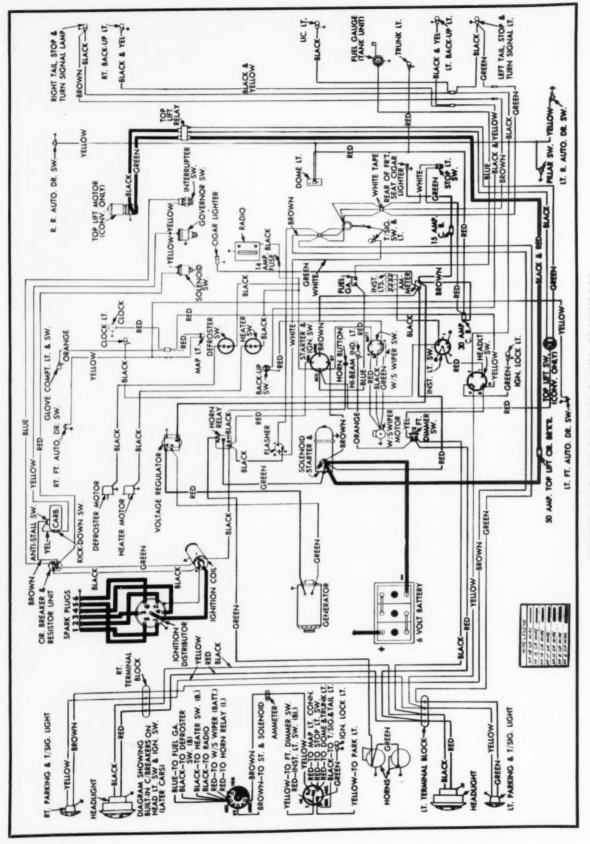
Write, wire or phone

COP.SIL-LOY is a metallic compound applied to brake linings. It dissipates heat, reduces overheating of shoes and drums, prevents drum flaking and glazing of lining . . . main causes of brake fade. Torture tested on speedways and highways, MOTOR TREND says "It's the answer to improved brake performance." Get started with COP-SIL-LOY today!

COP-SIL-LOY

1595 Cross Roads of the World Hollywood 28, California

WIRING DIAGRAM FOR 1953 CHRYSLER WINDSOR



"A spirit of cooperation and fast service that surpasses anything in the finance field"



SEVEN years ago L. B. Smith Motor Corp. started out with just 4 employees and a converted house trailer. Since then this company has mushroomed into an unbelievably successful agency numbering 90 people and serving the entire Lackawanna area. A great deal of this success, according to Mr. Owens, can be attributed to his starting with and continuing to use the Commercial Credit Plan.

"Interest and services rendered by COMMERCIAL CREDIT personnel were far beyond those which could be expected. Promptness in settling

insurance claims, courtesy shown customers, the training program for our sales department, the complete insurance package—all have been extremely helpful in closing time sales. It's the finest finance plan in the business."

These same benefits—Commercial Credit "know how," ample resources and complete financing services—are available to you. Why not call your nearest Commercial Credit office today for the complete story. Ask to have our representative show you "The Salesman's Angle," our newest training aid for automobile dealers' salesmen.

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS



CREDIT

A service offered through subsidiaries of Commercial Credit Company, Baltimore ... Capital and Surplus over \$1.25,000,000 ... offices in principal cities of the United States and Canada.

1953 PASSENGER-CAR SPECIFICATIONS

					ENGI	NE				_			WHEE	L ALIGNME	NT	BR	RAKES
MAKE AND MODEL	Std. Wheelbase	Ne. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap.	Air Cleaner	Oil Filter	Vibra. Damper	Ceoling System (No Heater)	Caster (Degrees)	Camber (Degrees)	Toe-in (in.)	Service	Parking
ALLSTATE 4 Cyl	100	4L 6L	3½ x 4% 3½ x 3½	15.63 23.4	68@4000 80@3800	G	3 4	4 5	Y	X	N N	10.8	±1°-0° Prf. ±1°-0° Prf.	to 1°P	14 to 14 14 to 14	H	RW
BUICK Special 40. BUICK Super 50. BUICK Readmaster 70.	1253 1213 1253 1214 1253	8 V8I	334 x 434 4 x 334 4 x 334	32.51 51.2 51.2	125@3800 164@4000 188@4000	Ch Ch	5 5 5	53-5 6 6	OB OB	Y	Y N	1	-1/2 to \$4° -1/2 to \$4° -1/2 to \$4°	-% to %"I -% to %"I -% to %"I		H	RV RV
CADILLAC	. 1263	vsi	313% x 35%	46.5	210@4150	Ch	5	5	ов	x	Y	1934	±1/4°	±1/4°	16 to 1/6	Н	RV
CHEVROLET (Conventional)	115	6I	3% x 3% 3% x 3%	30.4 30.4	108@3600 115@3600	G G	4 4	5 5	OB OB	N	Y	15 15	0 to 1° 0 to 1°	0 to 1° 0 to 1°	1/4 ± 1/4 1/4 ± 1/4	H	RW
CHRYSLER Wind. & DeLuxe	. 13334	V8I	3% x 4% 31% x 356 31% x 356 31% x 356	28.36 46.51 46.51 46.51	119@3600 180@4000 180@4000 180@4000	Ch Ch Ch	4 5 5 5	5 5 5 5	OB OB OB OB	Y Y Y Y	Y Y Y	15 25 25 25 25	1 to 3°-2° Prf 1 to 3°-2° Prf 1 to 3°-2° Prf 1 to 3°-2° Prf	±% ±% ±%	0 to 1/4 0 to 1/4 0 to 1/4	H H H	Po Po Po Po
DeSOTO Powermaster	12514	6L V8I	3% x 41/2 3% x 311/6	28.36 42.05	116@3600 160@4400	Ch Ch	4 5	5 5	OB OB	Y	Y	15 22	1 to 3°-2° Prf. 1 to 3°-2° Prf.	±%:	0 to 1/2 0 to 1/2	H	Pa Pa
DODGE Meadow, D48 DODGE Meadow, D47 DODGE Coronet D44 DODGE Coronet D48	119 114 119 114	6L 6L V8I V8I	3½ x 4½ 3½ x 4½ 3½ x 3½ 3½ x 3½	25,35 25,35 37,80 37,80	103@3600 103@3600 140@4400 140@4400	Ch Ch Ch	4 4 5 5	5 5 5 5	OB OB OB	Y Y Y	YYY	14 14 19 19	±1° ±1° ±1° ±1°	± % ± % ± %	0 to 16 0 to 16 0 to 16 0 to 16	H H H	Pa Pa Pa Pa
FORD Main. & Customline 6	115 115	&L V&L	3.56 x 3.60 3.19 x 3%	30.4 32.5	101@3500 110@3900	Ch G	4 3	4 4	OB OB	Y	Y	15 22	±1/2 to-1° ±1/2 to 1°	0 to 1° 0 to 1°	1/4 to 1/4 1/4 to 1/4	H	RW
HUDSON Waspe DeLuxe	119% 119% 123%	6L 6L 6L	3% x 3% 3% x 4% 31% x 4%	30.45 30.45 34.88	112@4000 127@4000 145@3800	Ch Ch Ch	4 4 4	7 7 7 7	Y Y Y	YYY	YYY	1814 1814 1814	14 to 114° 14 to 114° 14 to 114°	14 to 114° 14 to 114° 15 to 114°	0 to 36 0 to 36 0 to 36	H H	RW RW RW
KAISER Man. & DeLuxe	118½ 100 100	6L 4L 6L	3% x 4% 3% x 4% 3% x 3%	26.3 15.63 23.4	118@3600 68@4000 80@3800	Ch G G	4 3 4	5 4 5	OB OB OB	Y X X	Y N Y	12.5 10.8 9.5	±1° 14 to 1° 14 to 1°	0 to %° 1/4 to 1° 1/4 te 1°	16 to 16 16 to 16 16 to 16	H H H	RW RW RW
INCOLN	123	V8I	3.80 x 3½	46.2	205@4200	Ch	5	5	OB	Y	Y	22.5	0 to 11/2°	0 to ± 1/4°	% to %	H	RW
MERCURY	118	VSL	3.19 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 11/2°	0 to ± %°	16° to 16	H	RW
NASH Statesman NASH Ambassader NASH Rambler	1141/4 1213/4 100	6L 6I 6L	3½ x 4½ 3½ x 4¾ 3½ x 4	23.44 29.4 23.44	100@3800 120@3700 85@3800	Ch Ch	7 4	6 4	OB OB Y	N N N	Y Y Y	15 18 12	0 to 14° 0 to 14° % to 114°	±14° ±14° 14 to 14°	16 to 16 16 to 16 16 to 16	H H H	RW RW RW
DLDSMOBILE "98" DLDSMOBILE Super "88" DLDSMOBILE DeLuxe "88"	124 120 120	VSI VSI VSI	3% x 3% 3% x 3% 3% x 3%	45 45 45	165@3600 165@3600 150@3600	Ch Ch Ch	5 5 5	5 5	OB OB OB	Y Y Y	Y Y N	21.5 21.5 21.5	0 to 34° 0 to 34° 0 to 34°	-14 to 14" -14 to 14" -14 to 14"	16° to 16 16° to 16 16 to 16	H H H	RW RW RW
ACKARD Clip. & DeLuxe	122 122 122	SL SL SL SL	3½ x 4¼ 3½ x 4¼ 3½ x 4¼ 3½ x 4¼	39.02 39.02 39.02 39.02	150@4000 160@3600 180@4000 180@4000	Ch Ch Ch	5 5 7	7 7 7 7 7	OB OB OB	Y Y Y	Y Y Y	20.5 20.5 20.5 20.5 20.5	-14 to 114° -14 to 114° -14 to 114° -14 to 114°	0 to 34° 0 to 34° 0 to 34°	0 to 1/6 0 to 1/6 0 to 1/6 0 to 1/6	H H H	RW RW RW
LYMOUTH Cambridge and Cranbrook	114	6L	3½ x 4%	25.35	100@3600	Ch	4	5	ОВ	Y	Y	13	±1°	-% to %°	0 to 3/6	Н	Po
ONTIAC Chieftain 6ONTIAC Chieftain 8	122 122	6L 8L	3% x 4 3% x 3%	30.46 36.45	115@3800 118@3600	Ch Ch	5	5 8	OB OB	Y	Y	18.3 19.5	±14° 0° Prf. ±14° 0° Prf.	±1/4°	0 to 1/6 0 to 1/6	H	RW RW
TUDEBAKER ChampionTUDEBAKER Cmdr. & Land Cr	11614 12012	6L V8I	3 x 4 334 x 334	21.6 36.4	85@4000 120@4000	G G	4 5	5 6	Y	Y	Y	10 171/4	1% to ±%° 1% to ±%°	0 to 1° 0 to 1°	1/4 to 1/4 1/4 to 1/4	H	RW RW
VILLYS Aero Ace 685A Custom	108 108	6F 6F	314 x 314 314 x 314	23.44 23.44	90@4200 90@4200	G G	4	5 5	Y	N N	Y	11 11	±1° ±1°	134 to 134 134 to 134	% to %	H	RW RW

ABBREVIATIONS

^{• —}Patrician, 127"; Custom, 149"

1—When equipped with Dynaflow, 13½

2—When equipped with Dynaflow, 18

2—Cadillas model 6019, 130; models 7523 and 2533, 148¼

Ch—Chain

F—F-head

G—Gear
H—Hydraulic
I—Valve-in-head
L—L-head
N—No
OB—Oil bath

P—Positive
Prf.—Preferred
Pa—Propeller shaft, rear transmission
RW—Rear wheels
X—Optional at extra cost
Y—Yes

the car
that does
the most
for them...



does the most for him too!

that's why it pays to travel

with MERCURY



1953 PASSENGER-CAR SPECIFICATIONS

	TUNE-UP					ELECTRICAL				FUEL SYSTEM				VALVES			
MAKE AND MODEL	Franker Gap (.fl)	Practor Gap (JB)	Breaker Gap (JB)	Cam Angle (degrees)	Spring Tensien (ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Seark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model Ne.	Fuel Pressure (Ibs.)	Tappet Clearance Intake (.0)	Tappet Clearance (Exhaust (.0)	Intake Valve Opens b or a t. d. c.
ALLSTATE 4 Cyl	22 22	25-34 31-37	17-21 17-21	28-32 28-32	5°bte tde	Cs. P. V. D.	24°@3000 25°@3000	22°-15" 14°-15"	100P 100P	Ca Ca	YF YF	3% Max.	16	16 16	9°bte 5°bte		
BUICK Special 40	1234 1734 1234 1734 1234 1734	No No No	19-23 ¹ 19-23 ¹ 19-23 ¹	23-28 30-35 30-35		FW FW	13°@2000 18°@2150 18°@2150	11°-18" 12½°-14" 12½°-14"	100N 70N 70N	Ca-St Ca-St	AAUVB 267 7-90 AAVB-26 4AUV 267 7-94	5 5 5	15 Au Au	15 Au Au	14°bte 25°bte 35°bte		
CADILLAG	16	31 ± 13-5	19-23	35	23/4*	V. D.	131/4*@2000	1434*-17*	70N	Ca-R	WCFB 2008-8 or 4-GC	4-834	Au	Au	22°ble		
CHEVROLET (Conventional)	121/4 171/4 121/4 171/4	38-45 38-45	19-23 19-23	33-38 33-38	5°bte 5°bte	FW FW	18°@1800 18°@1800	13°-11″ 13°-11″	100N 100N	R R	7004915 700478	314-414 314-414		13	1°aide 16°aide		
CHRYSLER Wind, & DeLuze C-60. CHRYSLER N. Y. & Spec., Cust. im CHRYSLER Crewn Imperial	18-20 15-18 15-18	39±3° 32-36 32-36	17-20 17-20 17-20	35 35 35	tde 4°bte 4°bte	V. D. V. D. V. D.	11°@1425 12°@1775 12°@1775	10°-15" 12½°-17" 12½°-17"	120P 135P 12vP	Ca Ca Ca	E9C1-E9A1 WCD-935-S WCD-992-S	314-5 314-5 314-5 314-5	8 Au Au	10 Au Au	12°bie 15°bie 15°bie		
DeSOTO Powermaster S-18	18-20 15-18	39±3° 32-36	17-20 17-20	35 35	2°btc 4°btc	V. D. V. D.	11°@1425 15°@1900	10°-15" 12½°-17"	120P 120P	Ca Ca	E9C1 BBD-909-8	314-5 314-5	14 Au	14 Au	12°bte 12°bte		
DODGE Meadewbrook D46-47 DODGE Geronet D44-48	20 17	39 32–36	17-20 17-20	35 35	2°btc 4°btc	V. D. Cs. P.	9-11°@1425 14-16°@1750	7-9°-14" 10½-12½°-17"	105P 105P	Ca St	D6H2 WW3-108	4-51-5 4-53-5	10 Au	10 Au	8°bte 17°bte		
FORD Main. & Customline 8	24-26 14-16	35-38 26-28.5	17-20 17-20	34-37 29-32	tde 2°bte	V. D. Ca. P.	None None	16°-7.15″ 123-2°-5″	90P 90P	Ho Ho	1904-F 2100	4-5 3½-4½	15 13-15	15 17-19	13°bte 5°bte		
HUDSON Wasp DeLuxeHUDSON Wasp SuperHUDSON Hornet	20 20 20	39 39 39	17-20 17-20 17-20	32 32 32	tde tde tele	FW FW FW	10°@1200 9°@2000 9°@2000	5°-12" 4°-12" 4°-12"	100P 100P 100P	Ca Ca Ca	WA1-7498 WGD-7768 WGD-7768		10-12 10-12 10-12	10-12	26.8°64 26.8°64 26.8°64		
KAISER Man. & DeLuxe HENRY J Corsalr HENRY J Corsalr DeLuxe	22 22 22	31-37 25-34 31-37	17-21 17-21 17-21	28-32 28-32 28-32	4°bte 5°bte tde	V. D. Ca. P. V. D.	20°@3200 24°@3000 26°@3000	12°-15" 22°-15" 14°-15"	100P 100P 100P	Ca Ca Ca	WGD YF YF	394 534	14 16 16	14 16 16	10°bte 9°bte 5°bte		
INCOLN	14-16	26-28.5	17-20	34-37	3°btc	V. D.	None	17°-5.9"	110P	Но	2140	31/4-41/4	Au	Au	18°bte		
MERCURY	14-16	26-28.5	17-20	29-32	2°bte	Cs. P.	None	9%"-5"	100P	Но	1901-FFC	31/2-41/2	13-15	17-19	5°bte		
NASH Stateoman	22 22 22 22	31 -3 7 31-37 31-37	17-21 17-21 17-21	30 30 30	4° tde	V. D. V. D. V. D.	24°@2800 30°@2700 24°@2800	7½°-15″ 6°-15″ 7½°-15″	90P 90P 90P	Ca Ca Ca	WCD-20348 YH805-8 YF-20148	414-514 414-514 4-514	15 12 15	15 16 15	10°bte 12½°bte 10°bte		
OLDSMOBILE "98" & Super "88" OLDSMOBILE DeLuxe "88"	16 16	26-33 26-33	19-23 19-23	30 30	21/2°btc 21/2°btc	Ca. P.	30°@3600 30°@3600	20°-19″ 20°-19″	70N 70N	R-Ca Ca	4GC-WCFB WGD	4-5 4-5	Au Au	Au Au	1314°b4 1314°b4		
PACKARD Clip., DeLuxe, May. & Cav.	1214-17	30	17-21	23	6°btc	V. D.	16°@3200	10°-10"	100P	Ca	WGD-7848	4-5	7	10	15°bte		
PACKARD Patrician Gustom	1214-17	27	17-20	28	6°bte	V. D.	15°@2800	13°-10"	120P	Ca	WGD-928S WCFB-985S	4-5	Au	Au	15°bte		
PLYMOUTH Cambr. & Cranbrook	20	39±3°	17-20	35	2°btc	Ca. P.	11°@1425	9*-14"	100P	Ca	D6H2	4-51/2	10	14	12°bte		
PONTIAC Chieftain 8	22 16	37 30	17-20 19-23	23-28 23-28	3°btc 6°btc	V. D. V. D.	23°@3600 22°@3700	24°-20° 22°-20°	100N 100N	Ca Ca	WCD-20108 WCD-9178A	4-5.2 4-5.	11	13 13	12°bte 5°bte		
STUDEBAKER Champion STUDEBAKER Cmdr. & Land Cr	20 13-18	38-40 28-34	17-20 17- 3 1	271/2 371/2	2°btc 4°btc	V. D. V. D.	14°@2800 32°@2900	20°-12″ 18°-10½″	100P 100P	Ca St	WE989S WWUVL-26	4-5 4-5	16 30	16 30	15°bte 11°bte		
WILLYS Aero Ace 685A Custom WILLYS Aero Lark 675A DeL	20 20	39°	17-20 17-20	30 30	tde tde	V. D. V. D.	19°@2600 19°@3000	12°-14" 12°-15"	90N 90N	Ca Ca	YF924S YF937S	314-414	18 16	16 16	9°btc 5°bte		

ABBREVIATIONS

1.—Dwell mater for setting point opening is not recommended

Au-Automatic

Ca-Carter

Ca. P.—Crankshaft pulley FW—Flywheel

N-Negative

R—Rochester Products
St.—Strombers
tde—Top dead center

HERE'S THE BOOK THAT ONLY MVR COULD WRITE... it's "THE TRUTH ABOUT AMERICAN CARS!"

HOW SAFE ARE TODAY'S CARS? DO YOU DR
WOULD YOU SURVIVE AN ACCIDENT? HOW
WHAT'S THE PERFECT CAR? CAN UNDF
THE MODERN AUTOMOBILE "OVERCOMPLICATED"? IS THE MODERN
DO YOU DRIVE A LETHAL CHAMBE
HOW SAFE ARE TODAY'S CARS?
CAN UNDERCOATING "COOK" YOU

THE PERFECT CAR?

If you want to know the **truth** about today's automobiles, there's only one book that can give you all the answers . . . it's Motor Vehicle

Research's "THE TRUTH ABOUT AMERICAN CARS"! This book took two years to write . . . and only MVR's dynamic director, A. J. White, would have dared to put the findings into print! Here are all the facts, unbiased and unalloyed.

about the cars that come off Detroit's drawing boards and assembly lines. Every feature, every fault is brought out clearly and coldly for every motorist fo see and read. It's packed

1110 with information that you can't afford to miss! If you own a car, you need this book! 73 chapters, ranging from "Are American Cars Safe" to "Engineers Engineering Each Other", tell you what you ought to know to understand your car. "The Truth About American Cars" rips away the veil of public indifference that threatens to sabotage automotive design. You'll read actual reports of accidents, behindthe-scenes happenings during tests, the brake of the future, and hundreds of other automotive developments that affect you! Don't gamble your life away . . . get your copy of "The Truth About American Cars" today! Only \$1.00 postpaid!

(The first unbiased test-by-test report on the Big 3, as well as the industry's "sleeper"! The only scientific comparison available to the public of all 4 popular low-price American cars... with findings that will shock and startle you! This book is a "must"!)

1/1 5			Oni	y \$1.0	u po	stpai	a:	
125								
LE	MN	TNI	₹ VF	HICL	FR	FSF	ARCH	, INC.
2019	III U	101	111	HUL	L 11	LOLI	111011	, 1110.
6	2 3 6	HU	NTI	NGT	ON	AVE	NUE	BOST
								me
	-4 "T	HE T	DIITH	AROLL	IT A	MEDIC	AN CA	DC" 6

corrotatio	Enclose of "TH	d is \$	ABOUT	for which see	nd me CARS" (\$1.00	each) ppd
□money	order	ORDE TODA	R and Y!	copies of	of MVR-71(1 MVR-167(1 MVR-167(1	2.00 each)
□ check	Name	***********				

SOUTHERN AUTOMOTIVE JOURNAL for June, 1953

a cash

Want more facts? Use Reader Service Card page 118

State

Should the Unions Train Mechanics? That's One Man's Idea on Problem

Dallas, Texas

Dear Sir:

I have just finished reading letters written by gentlemen from Arkansas and Indiana and published in your magazine (March issue) under "Why They Leave the Trade

It is indeed sad when a trade becomes so poor that it cannot reA column of informal comments about the automotive trade and its problems.

tain trained men for the future. Has anyone done anything about it other than talk?

I work for (firm name omitted by editors), Dallas, Texas.

Here is what we are doing: After attempting to induce the company to improve working conditions and failing, we organized a union and affiliated with the A.F. of L. We are trying to raise both our employer and ourselves to a more satisfactory status. We are doing this by training our members, trying to secure better working conditions and pay, assisting our company to secure more business and better business when we are allowed to do so.

We are still laboring under some handicaps. The word "union" in this part of the country is a bad word, and our company is not fully convinced that it will be good for them as yet, although they are slowly but surely seeing merit in it from their point of view.

The employers and employees in the automotive business must cooperate in one concerted movement to better themselves or both will fall.

The automotive manufacturers will be forced to produce a package deal as has been done on some appliances, eliminating both parts and service, unless the service is improved by having better-trained men to do service work and businessmen who are not short-sighted.

The conditions complained of are not entirely the fault of the employer. It is more the fault of the employee than anyone else, and he complains when he should be doing something about it.
H. C. HARRELL

There's space a-waitin' any further comments on this important subject of training mechanics.

KENTUCKY HORSES YIELD

During the 20th century's first decade, because of poor roads and





MILLIONS of America's car owners know these famous
Fire-Chief pups... meet them again and again in national
magazines... on billboards coast-to-coast... in direct mail campaigns.
These lively pups do a terrific selling job for Texaco Dealers everywhere...
bring motorists in to their stations... help turn gasoline
customers into regular customers for the many other
Texaco Dealer products and services.

Another reason why TEXACO DEALERS are such busy dealers!

THE TEXAS COMPANY

undependable automobiles, the stagecoach more than held its own against pioneer bus companies.

But Henry Ford's Model T, which often could outmaneuver a horse over muddy terrain, radically changed the transportation picture. By 1912, four years after the T's appearance, stage lines rapidly were being replaced by motor vehicles.

Discontinuance of one of the last stage lines in Kentucky was described in a note recently found in Henry Ford's former home, Fair

Lane, now the Ford Motor Co. Archives

From C. H. Burton, Monticello, Ky., operator of the Monticello and Burnside Stage Line for 27 years, the brief valedictory stated: "Two Model T touring cars will take over this line's long-held position in the business world"

WHOA THERE, JUMBO!

Officials of a machinery firm in Bluefield, W. Va., dreamed up an

idea to show the pulling power of a tractor. They hitched the machine back to back with a circus elephant.

The only trouble was that Jumbo walked steadily away, dragging the tractor and red-faced driver after him.

WANTS "BAR" PICTURES

West Philadelphia, Pa.

Gentlemen:

Could we borrow for examination one or two of the pictures which illustrate the interesting article on page 69 of the April issue? Called to our attention by a Southern friend, the paint bar used by Mr. Henry looks like a good idea for us too, since we are suffering from a lack of this business. We sure could use some worth-while ideas like this up here! I'll be glad to return the photos promptly.

EDWARD M. MAYOVER. Mayover's Garage

We sent the photos to E. E. Henry, Rockdale, Texas, at the time this article on his garage was published, but we're asking him to send them on to you.

LIKES "BAR" TOO

Memphis, Tenn.

Dear Sir:

We would like your permission to use the article "Paint Bar Boosted Sales," as it appeared on page 89 of your April issue. It is our idea to use this for our miniature catalog "Merchandiser."

LEO R. JALENAK, Treasurer, Mills-Morris Co. Glad for you to reproduce this.

WATCH YOUR MANNERS!

Driving schools are a familiar part of American life these days, but probably none of them can equal the "finishing school" atmosphere of a driving school in London-open only to owners and drivers of Rolls-Royce automo-

During the 12-day course, "gentlemen and gentlemen's gentlemen obtain thorough training not only in the care and handling of the car but also in Rolls-Roycean etiquet," it is stated.

There's even a "postgraduate" award of a special certificate after (Continued on page 92)





Some car owners don't care how much they spend for things to slap on their jalopies, but they're only a small portion of the market. You make your biggest profits catering to the lads with just a buck or two to spend. And when these fellows are faced with the problem of engine overheating, they find the answer in

Rust Master not only costs very little, but takes no time for installation.

There's "No fuss — no muss — just pour — no more". It works while pour — no more". It works while they ride—quickly eliminates all rust and scale deposits; prevents new formations; safe-guards the cooling system for an entire year.

The season is here. Push Rust Master and pile up some profits.

MADE BY THE MAKERS OF CARB MASTER, SLUDG MASTER AND LEAK MASTER









Mfg Chemists

ATHERS OF MOTOR EFFICIENCY

no growls on transmission repairs with BUICK



KNOWN FOR PERFECT FIT—precision-cut and tempered for silent operation. (No "growls" from your customers, either!)

BEST QUALITY—laboratory-controlled from raw materials to packaged product.

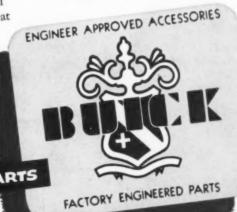
REPAIR KITS AVAILABLE—also complete transmissions.

PROTECT YOUR BUSINESS reputation by using original replacement parts. Get them from your Buick dealer at regular competitive prices.

REPAIR KIT costs only a small amount — but gives you 22 hard-to-remember little snap rings, gaskets and retainers you need on each teardown. Get ane for each transmission jobl

RETTER WORK WITH

FACTORY ENGINEERED PARTS



SEE YOUR BUICK DEALER



Mee herty

PRESIDENT FULTON CONWAY & COMPANY LOUISVILLE, KENTUCKY

YOU'RE

"Pre-selling of the customer is one of the big reasons why we rate the Auto-Lite Battery line aces high," says Morris Whitley.

"In our business you don't very often find the sales promotion that Auto-Lite offers. Original equipment, national television and radio, pace-setting national magazine and farm paper ads and the fast-growing 'Operator 25' service all help to pre-sell customers day in and day out.

"With the extra profits dealers get from the premium 'Sta-ful,' we find our business booming."

AUTO-LITE BATTERIES

ALWAYS RIGHT WITH AUTO-LITE



Shop Talk

(Continued from page 88)

three years and 30,000 miles of driving with a flawless record for alumni of the school, which is conducted by the factory.

MAKE A BIG SPLASH!

A terse hint on "how to keep from growing old" was put into a recent issue of the Louisiana Automobile Dealers Association bulletin by Manager-Director John O. Hofbauer, who said:

"Always drive close to pedestrians in wet weather. Dry cleaners will erect a monument in your memory."

MISSISSIPPI'S ROADS

Southern roads were the subject of a letter to Mrs. Henry Ford from Gov. Hugh White of Mississippi, written Jan. 2, 1939, and recently cataloged by the Ford

Motor Co. Archives. This letter said that "Mississippi has a New Year's gift for you — a brand new system of modern highways that are fast, wide and paved. May I as governor invite you personally to come down and help us enjoy them."

This was a far cry from another set of Archives papers that show earlier Southern roads threatened Ford's mass-production system.

Automobiles for Southern roads were being made with a 60-inch tread, as opposed to the standard 56-inch tread used elsewhere. This meant that every Ford destined for the Southern market required a special axle and steering gear, wider fenders, running boards and fittings.

Ford literature of February, 1916, said "manufacture of special cars, with 60-inch spans, has been a concession to Southern buyers, doubtless regarded as a fine stroke of business-getting courtesy — in the beginning. But later years have made the custom of supplying such cars a clog in the progress of industry . . . Anything which tends to vary the accepted program impairs the efficiency of the shop."

The wider tread had been adopted originally because "roads were worn and rutted for 60-inch vehicles and traveling over them in a standard tread car was far from being a parlor sport."

By 1916, the company discovered "this objection was largely imaginary," and cars made for the South were the same as other Model T's thereafter.

WANTS GARAGE PLANS

Tulia, Texas

Dear Sir:

Would you please send me some information on garage plans?

E. R. SEDGWICK,

Owner, Sedgwick Implement Co.

We're sending you plans published in past issues for which tear sheets are still available. Hope they'll help you.

Walker Elected in N. C.

Worth Walker, Walker-Carr Motors, Inc., Rockingham, N. C., has been elected president of the Richmond County New Car Dealers Association. David Adiemy of Hamlet is vice-president and Lawrence McInnis of Rockingham is secretary-treasurer.

"NEARLY 35% OF OUR BUSINESS IS ON *Bolond*® EQUIPMENT"



Here's an up-and-coming dealer who gets a big revenue, and a steady one, from Belond EQUA-FLOW Exhaust Systems and other Belond products. "Today," Mr. Stone tells us, "95% of the people who ask for mufflers and exhaust systems demand the Belond name."

It's a fact that "Belond", nationwide, stands for "leadership", extra-performance and quality. This makes for sure-fire volume and profit for you, if you go after the growing market in your territory. Write us today, for full information about how you can cash in with the fast-moving, unconditionally guaranteed Belond EQUA-FLOW Exhaust System, and allied lines.

Southern California MUFFLER CO.

11039 WASHINGTON BOULEVARD CULVER CITY 22, CALIFORNIA

"WE TRADE FOR ANYTHING'

Billy, son of a railroad engineer-cattleman-auto dealer, learned early the art of barter. This, and a capable woman, kept his dealership growing even while he served in Europe and Korea

Reading time: 1 minute, 42 seconds

Dilly's first automobile sale resulted in dispossession proceedings for four friends. They were a hound, two police dogs, and a fox terrier. This happened in 1930.

"I sold the car reluctantly," Billy admitted. "Not only because of my four friends, but the car was one of my favorite hangouts."

Billy, at the time of the sale, was 11. Behind his Dad's farm sat an indigent automobile which had been retired from the highways. Billy's father, who had an automobile dealership, had deeded the decrepit junker to his son. During the day it served as a prop for an imaginative youngster at play and at night as de luxe headquarters for four dogs.

A passerby saw the car and offered its youthful owner \$10. Billy took the money, bought himself a red horse, which he later traded for livestock. The venture was profitable to everyone but four of man's best friends who lost a home in the bargain.



"Trading came natural to me," Billy reported. "Dad was a railroad engineer by profession, but a trader by choice. His motto always was, 'We Trade for Anything.'"

Billy, a handsome, soft-spoken young man of 34, still utilizes his father's barter instinct in his growing, successful De Soto-Plymouth business.

When Billy was graduated from college, his father operated a 4000-acre livestock farm out in the country, an automobile dealership in town, and railroad locomotives occasionally. Billy's interest centered on the farm, operated almost solely on the barter-and-trade basis. His father concentrated on the automobile business

But World War II interrupted this father-son partnership. Billy served in Europe as a Captain in an airborne



infantry unit. A year after he returned, his father died. Billy moved into town to run the automobile business which in 1932 had become a De Soto-Plymouth Dealership.

"We were lucky to have a very capable woman as general manager," Billy said. "She was the knitting factor between Dad and me. Starting as a stenographer for Dad in 1927, she became general manager in 1942, when Dad and I were away most of the time. She ran the shop, sold parts and cars, then and again in 1951 when I went to Korea.

She has proved to my satisfaction that womenthe right kind of womencan successfully run an automobile business."

Barter continues to play an important role in the business-particularly the used car end. Payment often is represented in negotiable goats, cattle, corn, and building lots.



"There's a difference in philosophy," Billy added, "be-tween the old-time and modern trader. The successful trader used to be one who could unload a bad horse on a customer. Today, the successful trader is the one who gives his customer a good deal-which means more prospects-more sales.

"That new philosophy makes the buyer happy and the seller prosperous.



CHRYSLER CORPORATION PLYMOUTH - DODGE - DE SOTO - CHRYSLER & IMPERIAL CARS - DODGE "JOB-RATED" TRUCKS

FINE CARS OF GREAT VALUE



Listen good friends so you will know,
How mechanic Pat makes his business grow.
How every job he gets out on time;
By sealing exclusively with the Victor line.

No matter what model pulls in off the road; Pat's call for gaskets is filled on first load. When a job calls for grease in the wheels; Pat's jobber quickly sends Victor Oil Seals.





VICTOR

Gaskets and Oil Seals

The 100% Complete Line—Sold by Leading Jobbers Everywhere

Victor Mfg. & Gasket Co., and its affiliate, Victor Sealing Products Co., Inc., P. O. Box 1333, Chicago 90, Illinois. Dear Bill.

The other day one of our local jobber salesmen commented that he'd been calling on us for almost a generation, and that his reception was always so friendly that his scheduled call to us was more in the nature of a pleasurable personal visit than just a routine visiting chore attached to his job. He could only wish that his other customers were half as friendly and cooperative.

This comment came more as a surprise than anything else for we had long valued his contribution to our service operation and were often impatient for him to complete his negotiations with the parts manager so we could chew the fat with him on matters of general interest

The boss had often jokingly commented that sometimes the car-factory meetings and schools pulled down the force until he might have to hire a group of men just to attend the meetings in order to have enough men left to attend to business. Although this salesman (or representative, as we now call him-he used to be a "drummer" when he first started calling on us) didn't seem to know it, he was the unpaid member of this dream-force of meeting-attenders. The guy gathered information from a hundred outside sources and brought it to us at our workbenches-and had done so for years.

It seemed inconceivable that other servicemen wouldn't recognize the value of the business information the man brought them from both local and national sources, and that he wouldn't realize it himself. I suppose he ran so often into that old attitude of: "There's a salesman in the house -on guard!" that he merely took the thing as a matter of course.

You can take a short hike around our shop and find any number of innovations that he brought us at various times and that have been money-makers from the word "go." The fact that he occasionally made a sale of equipment through the suggestion is now incidental—the machine or tool has in every case long since paid for itself and is now making money for us.

In fact, sometimes the suggestions he picked up from meetings with tool producers have clued us in on a method of merchandising a service that we had not pushed, and which was going else-



Here's a Sure Way for You to .:. ET FLEET BUSINESS

SELL FLEET OWNERS ON SCREW-IN



Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve.





Heavy duty portable equipment machines off of seat to exact height with special cutter.



up. The pressed seats were egg shaped and needed much more grinding to true them up.

"We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage." Smith PRUCKA TRANSPORTATION, INC. Once a fleet owner sees the savings in down-time for his truck he's your customer for life! P-B Screw-In Valve Seats end 90% of valve burning and breaking and give double the valve mileage fleet owners have been used to. Because P-B valve seats stress-relieve the hottest part of an engine-

. AND YOU WILL DOUBLE THEIR

VALVE MILEAGE AND ELIMINATE

VALVE BURNING AND BREAKAGE!

READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheelor Transportation Co., L. C. L.

Co., Northern Haussand Co., and Transit Cc., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

MONTOR PARTS & MACHINE COMPANY Green Bay, Wisconsin

.Your seat stays round and definitely

cools the valves better; when we touched the seats with a stone they cleaned right



SCREW-IN SEAT WITH **EXPANSION CLEARANCE** the exhaust valve port area—they prevent 75% of com-bustion chamber cracks. Write today for full information! ke big profits grinding heads. Peterson Surface Orinder levels ds, blocks, manifolds, clutch pletes, flywheels, etc., to 0.001 uracy in 10 minutes. Anyone can use 1). Profit guaranteed or vey back. Write for full information.

Many is the time he has proved to us that we were buying mechanical labor when we were set up to sell that commodity, and thus cut our sublet-repairs account appreciably.

At other times he's proven that some big machine investment was too great for our operation and that the jobber's shop could handle the operation at a saving for us,

Even though he doesn't seem to know it, he is one of our most valuable employees—and his salary doesn't show up on the payroll at all.

Can't understand how other servicemen could overlook his value to their operations, but so long as they do, we'll take care of the work they pass up.

Yrs, Ed.

Rear-Quarter Panels

(Continued from page 75)

badly that straightening would involve higher labor cost than replacement and would not produce a satisfactory result.

Before removing a panel that is to be replaced, the new one must be on hand for comparison, to determine whether or not there are minor differences in construction, making it necessary to save some parts of the old panel.

A rear-quarter panel has two sections, an inner reinforcement panel and an outer shell.

When replacing a rear-quarter panel, the following step-by-step procedure should be followed very carefully. Careless removal will make it difficult to install the new panel. Remember, time is an important factor in body work.

Materials needed: New quarter panel, 3/32" mild-steel welding rod, body solder and No. 36 closedcoat disk.

Remove the floor mats.

Remove the scuff plates.

Remove the rear seat.

Remove the rear-window garnish molding.

Remove the rear shelf cover.

Remove the dust panel between the trunk and the seat.

Remove the rear-quarter-panel upholstery.

Remove the glass and the window regulator.

Remove the window channel.

Remove the window drain hose. Loosen the headlining and pin it back far enough to get at the upper part of the quarter panel.

Remove the trim sticks.

Remove the trunk lid and gutter

Remove the gutter rubber on the damaged side only.

Jack up the car.

Put a stand under the housing. Remove the wheel and the

fender.

When the fender is undersealed, time can be saved by heating an old socket of the correct size to remove the fender bolts.

Locate the welds with a torch, and remove the solder with a wire brush.

(Some cars have an extra section for the taillight) The weld on the extra section can be located by feeling the inside of the panel.

Cut the weld with a hacksaw. Always cut close to the weld in the section to be removed.

Cut the weld with a cutting torch, leaving enough metal to trim with a sanding disk.

To determine how much should be cut from the old panel, examine the new panel before cutting is begun.

Locate and drill the spot welds. Remove the panel.



No. 250 PORTA-CAB

The Porta-Cab is a portable tool cabinet with a built-in chest, combining all the desirable features of a large tool chest and cabinet in one sturdy mobile unit. Model 100, above, can mount on top.

gray oil-resistant Hammerlin Enamel . . . just wipe it off to keep it clean. If you plan to move

the chest around, it fits nicely on top of a Huot

Porta-Cab. Ask your jobber-or send us his name

when writing for literature.

HUOT is pronounced "HEW-OT"



11 STURDY DRAWERS

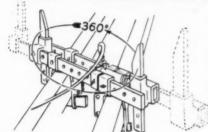
TOTE TRAY INCLUDED

LOTS OF USABLE TOOL SPACE

HUOT Manufacturing Company 587 N. WHEELER AVE. • ST. PAUL 4, MINN. Please send builetin on Tool Chests and Cabinets NAME ADDRESS NAME AND ADDRESS OF FAVORITE JOBBER

IT'S GOOD NEWS ABOUT ALIGNMENT

IS ON IT'S W.



NOW you can straighten today's difficult frames and restore basic body alignment

WITH THE NEW EASY TO OPERATE

Bee Liner

THE BEE-LINER 360 IS THE ANSWER TO YESTERDAY'S ALIGN-MENT TROUBLES AND THE ADDED PROBLEMS OF TODAY'S FRAME BODY CONSTRUCTION

- Jack always remains in a low position out of the way, always in line with push or pull, yet tools provide maximum versatility in operating height
- Angles of push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze are available in any direction in a 360° circle.
- Ample amount of push or pull without disturbing set-up
- Capable of performing every conceivable frame straightening operation.



for every frame straightening operation.

SQUEEZE SPREAD

STRETCH-PULL

STRETCH DOUBLE PUSH PUSH

ANGLE PUSH

DIAMOND



The Bee-Liner 360 unique design makes it exceptionally versatile. The practically unlimited combination of hook-ups insure a more efficient handling of all frame straightening operations, faster. With full 360° angle of hook-up, the jack is always in line with the push or pull. Jack operates below all obstructions, out of the way. Frame press and knee adjustment insure proper working height. Set-up may be pinned and held while jack is reset for further push. The Bee-Liner 360 for the first time makes it possible push and held multi and held deathle push and double push double push. to push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze in any of the 360 degree angles.

MAIL TODAY FOR	LITERATURE
NAME	
ADDRESS	
CITY	STATE
(I) - ·	
Beckin	CCO.
DAVENPORT, IOWA	U.S.A.

Installing Rear-Quarter-Panel Assembly

After the damaged rear-quarter panel has been carefully removed and the edge prepared, the new panel should fit. Careful checking at this point will save time afterward.

Be sure that the new panel fits into the opening at ALL points of contact.

Spot weld in place.

All spot welds should be very light in order that they can be easily broken in case of warpage due to heat.

After panel is spotted in place, be sure of alignment. If correct, finish welding.

Smooth weld with suitable grinder.

After all metal work is completed, re-check all alignment and replace all trim and parts.

"Model-T" Pioneer

(Continued from page 67)

president and general manager, is

one of few principal stockholders."

L. G. remembers vividly the most embarrassing moment in his selling career, and describes it:

"I did right well with that early light bulb line I had, except for one account that I just couldn't break into. This fellow was just as cold as ice to me and my bulbs, and turned me down so often I determined I was going to sell him.

"Well, this light bulb was blue, and instead of having a teat on the end, it was round. I had discovered that if you held a bulb at a certain height, with practice you could drop it on a desk top or any hard surface and it wouldn't break. I used this trick repeatedly and it sold many bulbs, for competitive bulbs, with their teat points, would smash instant!y on being dropped.

"So, confident of my prowess in dropping such a bulb just right, I figured out an impressive sales presentation for this man who would not buy, and my climax was

to drop the bulb.

"Even though he wouldn't buy, he would always see me, listen with a wooden face, and say no. So I had no trouble getting in to him, and I gave him the works. I worked up to the climax carefully and, explaining that my bulb wouldn't break when dropped, I dropped one on the hard top of his desk

"Well, sir, that bulb exploded with a bang in a million pieces and I was never so deflated in my life.

"But you know what? This fellow got such a big laugh at my expense that it seemed to soften him up. He gave me a nice order and that was one of my best accounts from then on for a long time."

Power Tools Doubled \$\$

(Continued from page 56)

the wheels have been aligned, the car is double checked on the scuff-gate.

"This unit saves us a tremendous amount of time in aligning wheels," Skrobarcek said.

The service department now is doing a volume averaging \$85,000 a year. For two years in a row the dealership won a prize in its district for increasing service volume.

DeSoto Appoints Wichert

Appointment of James L. Wichert as director of advertising and sales promotion of the DeSoto Division has been announced.



It says "COME IN"
to Ford owners!



I've got more Ford business than ever before! And my Genuine Ford Parts sign gets the credit . . .

The Ford owners in *your* neighborhood are on the lookout for this Genuine Ford Parts sign! They know it's a sure sign of savings for them. And they know the man who stocks the *right* parts for their Fords can be expected to do the *best* service job. That's why, when you display this sign outside your independent garage, you'll find it really pulls in the Fords!

An exciting series of nationally-run magazine advertisements is convincing *more* and *more* of your Ford-owning neighbors that it pays them to look for this sign. Why not get it working for you *now!*

IT'S EASY TO GET!

This business-building sign costs you nothing. Just mail this coupon today and we'll tell you how to get it.

	M	AIL	TH	115	COU	PON	NOW!
PARTS	AND	SERV	ICE	DEPA	RTMER	TP	
Ford Di	wiston	Eard	84-4	- C-		Bay 4	ER Dombo

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

ADDRESS

CITY____STATE

"Clean-Up" Plan Pays

(Continued from page 52)

maintenance of equipment, thereby lengthening the life of tools. In the metal stalls, for example, where each man has his own portable welding outfit, he is careful not to let it fall over or get damaged. A welding outfit for an entire staff often is irresponsibly handled.

Or, take the paint stalls where each painter has four spray guns, and not one. We observe them cleaning the guns in their spare time.

There is a definite saving in materials and cutting down of waste. With his own equipment, a painter now mixes only as much paint as he needs and returns the rest. Formerly paint not stirred properly to the desired color might be thrown out. Today we notice that the materials and equipment started with are the same that a painter ends up with.

We also invested thousands of dollars in rewiring the building for increased capacity. This has paid off many times over as greater efficiency was gained with buffers and grinders in the metal shop, and heaters and infra-red dryers for the paint department.

From management's point of view, the individual stalls have had tremendous significance. Making men responsible for keeping their stalls clean provides supervisors with a disciplinary control that makes it easier for them to direct their men. It has proven invaluable in the training of shop foremen and supervisors.

Our metal shop foreman, L. W. Nuckols, recently remarked after interviewing an applicant, "New metal men are so impressed with the equipment and conditions under which each man works, that to them it signified extremely high standards of craftsmanship. They feel they want to be worthy of the standards we set them."

They Rate the Stalls

A periodic review is made of all stalls by the shop superintendent, service manager, shop foremen from other departments and me. At this time we grade each stall on the condition we find it in, indicating A—Excellent, B—Good, C—Fair and D—Unsatisfactory, on an employee's report card.

Favorable reports over a sixmonth period bring an award of a certificate on which the man's name is engraved and his picture placed. This is framed and hung over his workbench along with his nameplate, which also shows years of experience.

You cannot guess what these certificates mean to them until you have seen and heard the proceedings at such an event. One mechanic leaned over to me as Mr. Akers made awards and with genuine spontaneity remarked, "This is another reason that makes me proud to work here."

M. Cornell, a topflight mechanic of 36 years' experience, said of the systematized stalls, "It saves time when you don't have to pull your tools out of trash. You do a better job in shorter time."

Another mechanic of seven years' experience, C. D. Bennett, added, "I would never want to go back to the old conditions. Having a clean stall saves time in many ways. You don't waste time looking for tools, and you don't spend as much time cleaning up. Your whole job is easier."

These are the results we had hoped for.



Quality is a chemist carefully testing samples until these precise specifications are attained.

Quality is large sums of money invested in laboratories, research, storage, raw materials and distribution depots, so that Federated Gardiner Brand Solder users can be assured of specification products, uniform, every time.

Quality is the number and character of qualified Federated distributors who maintain stocks of Gardiner Brand Solder for your convenience.

Quality is the effort to achieve perfection . . . and the resources to apply that effort from the depths of the mine to the shipping-case which brings Gardiner Brand Solder to you from Federated, "Headquarters for Non-ferrous Metals."

Federated Metals Division

AMERICAN SMELTING AND REFINING COMPANY 120 BROADWAY, NEW YORK 5, N. Y.



Aluminum and Magnesium, Babbitts, Brasses and Bronzes, Anodes, Die Casting Metals, Lead and Lead Products, Solders, Type Metals





ransmissions and differentials Singlehanded with Aerol portable lifts

Engineered specially to roll under a car or truck and remove a transmission, Aerol Lifts make transmission and other underchassis overhauls easier, safer, quicker. No need to use unsafe or makeshift methods to lower and lift heavy assemblies. Your mechanics are protected from strain and injury... the assembly is protected from dropping.

The safe-sturdy mechanism of the Aerol Lift is readily raised from ground-level to work-bench height by the hydraulic jack. Easy-roll casters let the mechanic roll the unit quickly from car to bench, and back. Safety restrictors prevent accidental lowering of the lift under load.

Fill out the coupon today to get descriptive literature on all models of Aerol Lifts, and the name of your nearest Aerol distributor.



Aeral Engine Stands make out-of-car engine overhauls easier, faster, and more trouble-free. A size and type for every engine . . . passenger-car, truck, bus or industrial. Ask for booklet.

CLEVELAND

Tool Company

AUTOMOTIVE DIVISION

3775 East 77th Street • Cleveland 5, Ohio

CLEVELAND PNEUMATIC TOOL CO.

Automotive Division, 3775 E. 77th Street, Cleveland 5, Ohio

Please send me a copy of the AEROL catalog, and the name of my AEROL jobber.

Name____

Street____

City_____State____



YOUR SHOP WITH JOBS that are MILES AWAY



EW Holmes Wrecker Equipment provides the ONE LINK you need to make your shop facilities available for the Big Profit jobs that cannot drive in for services or repairs. The USE of a road unit, such as shown above, will put your shop in direct contact with these all-important customers. It will enable your shop to reach out miles in every direction, and bring in jobs you wouldn't otherwise be able to obtain. In addition to these advantages, you'll find that the operation of a streamlined Holmes Wrecker pays big dividends in shop advertising. Why not let us show you how a Holmes Wrecker will broaden your chain of service operations by bringing new and profitable business into your shop. See your jobber for model specifications and prices, or write to factory direct.

CHATTANOGGA, TENN.

"Red Ram" Distributor

(Continued from page 73)

solvent and blow dry with compressed air. Repack the bearing one-half full of high-melting-point non-fiber grease, then reassemble. At reassembly, be sure the bearing is seated completely in the lower plate, then slide retainers over bearing to lock position.

(5) Clamp the distributor base in a vise, then attach tool C-707 with dial indicator to the base. Adjust the plunger of the indicator against the drive shaft, just above the cam.

(6) Place the hook of spring scale tool C-690 over end of shaft and apply a five-pound pull to the shaft in direct line with the indicator plunger, as shown in Fig. 4. If the side play exceeds .005", install new bushings.

(7) To remove the three bushings, drive out the retaining pin that holds the distributor drive shaft, lower thrust washer and collar in the distributor base. Now slide collar off end of shaft.

(8) Using a fine file, clean the burrs from around the pin hole in the shaft, then slide the lower thrust washer off shaft.

(9) Tap the distributor drive shaft lightly with a soft hammer, then slide out of base. Remove the felt pad from the center of the distributor cam.

(10) Remove the distributor shaft oiler, then lift out the oiler wick.

(11) Insert the driver portion of tool C-3041 in the top bushing, then place base and tool under arbor press. Exert sufficient pressure to force out the top, intermediate and lower bushings from the bottom of base.

(12) Remove the spring clip from the center of the drive shaft that retains the cam and yoke. Slide the cam and yoke off distributor shaft.

Clean all parts in a suitable solvent and blow dry with compressed air, then inspect for wear or damage. Be sure the weight slots in the yoke on the cam are smooth and not worn excessively. Slide the cam over the drive shaft, making sure it operates smoothly.

Assemble the distributor as follows:

(1) Soak the new bushings in light engine oil for about 15 minutes before installing in the distributor base.

(2) Place adaptor (part of tool C-3041) over the driver, with the shoulder down. Now, slide the new bushing over end of driver and

down on shoulder of adaptor.

(3) Insert the bushing and driver into bore at the top of distributor base and press into position. (If tool C-3041 is not available, press the upper bushing down in the bore to .094" below top of bore.) Remove tool.

(4) Invert distributor base and then change the position of the adaptor on driver. Slide new bushing over end of driver and seat against flat surface of adaptor.

(5) Insert bushing and driver into bore at the bottom of the dis-

tributor base and press into posi-

(6) Slide the last bushing over driver and place directly over bushing just installed. Now, exert sufficient pressure to gently force both bushings into bore. (The bottom bushing should be just flush with the bottom of distributor base.)

(7) Insert a 1/8" drill through the oiler wick hole and bore a hole through the top bushing. Remove any burrs caused by the drilling operation.



Jacksonville, Florida

Dallas, Texas

Iola, Kansas

(8) Install burnishing tool (part of tool C-3041) into top bushing and force through the bushings just installed. (The burnishing tool is designed to give the correct inside diameter of .4995" to .5000".)

(9) Slide the cam and yoke over end of drive shaft and secure with spring clip. As the cam and yoke are being slid over shaft, engage weight lugs with slots in yoke.

Lubricate the governor weight pivots, yoke slots and cam sleeve with engine oil.

(10) Slide the inner thrust wash-

ers over shaft and up into position against governor plate. Now, lubricate the shaft with S.A.E. 10W engine oil, and install in distributor base.

(11) Slide outer thrust washer and collar over drive shaft, then install new pin. (Peen ends of pin over shaft.)

(12) Soak the oiler wick and felt pad in SAE 10W engine oil, squeeze slightly and then install in their respective positions. Install oiler and tap gently in place.

(13) Install breaker plate in

position and line up attaching screw holes. Now install the distributor cap clamp springs and screws, then tighten securely.

(14) Slide the primary lead end slip over terminal and tighten nut.

(15) Install the vacuum chamber in distributor, engaging chamber arm with the pin on breaker plate. Install vacuum chamber attaching screws. Tighten securely.

(16) Install the spring clip over breaker plate pin to secure vacuum

chamber arm.

Testing Breaker Arm Spring

Next, test the breaker arm spring tension as follows:

Hook a spring scale on the arm at the point end and pull at right angle to the point surfaces, as shown in Fig. 5. Take a reading as the points start to separate. The spring tension should be 17 to 20 ozs.; if not, loosen the screw which holds the end of the point spring and slide the end of spring in or out as necessary. Do not pull conductor ribbon tight against spring, as this will cause the ribbon to fatigue and break. Retighten screw and recheck tension. Test tension of remaining breaker arm spring in like manner.

Checking Distributor Governor

Mount the distributor assembly in a test stand and check the distributor rpm and degrees of advance as follows:

(1) Operate the distributor in the correct rotation, at increased speeds until the distributor spark advances. Reduce the speed and set the indicator to zero.

(2) Now increase the distributor speed to 300 rpm. The degree read-

ing should be 0.

(3) Again increase the speed to 400 rpm. The reading should be 0 to 3° advance. If the advance is not 0 to 3°, stop the distributor and bend the outer spring lug on the lightweight spring to change its tension, using a small screw-driver.

(4) Check this adjustment again, then operate the distributor just below 1750 rpm. If this advance is not as specified (from 14 to 16°), stop the distributor and bend the outer spring lug on the heavy-weight spring lug on the heavy-weight spring in order to change its tension.

(5) Now, recheck the zero point and the above two settings and make the changes required, then check the advance at all of the points specified.

IF YOU USE OR SELL AUTOMOTIVE PARTS

You need these books





The NAPA QUICK REFERENCE Parts Catalog and Consumers' PRICE LIST are designed for you who retail or use replacement parts.

You will use this Catalog many times each day for model data, manufacturers' interchange numbers and parts listings for popular makes of automotive vehicles. The Price List is a listing of the most popular parts with the suggested consumers price.

This 17th Edition of this Service brings the total up to more than 225,000 copies sold.

See Your N. A. P. A. Jobber for this valuable service

CUE CATALOG COMPANY . WICHITA, KANSAS

HUDSON, TET

America's only completely new car!



HUDSON dealers are offering the only completely new car announced this year: the wonderfully compact Hudson Jet.

New-car buyers are hearing about and seeing the first car in the lowest-price field to offer *both* exciting performance and amazing economy. They're delighted with the Hudson Jet's ease of handling, its ability in traffic, and its smooth, steady ride.

And thanks to the Jet, both the Hudson Hornet and Hudson Wasp series are more than ever in the spotlight. A few choice Hudson franchises are still available. For full information, rush coupon or wire direct.

New Dual-Range HYDRA-MATIC DRIVE and sensational TWIN H-POWER either or both optional at extra cost. Standard trim and other specifications and accessories subject to change without notice.

HUDSON



JET

Best Performance and Economy
In the Lowest-Price Field

WASP

Lower-Priced Running Mate of the Hornet





HORNET

National Stock-Car Champion 19 out of 20 new-car buyers

ARE HUDSON
PROSPECTS!

Investigate today!

C. A. J. Hadley, Sales Manager Hudson Motor Car Company Detroit 15, Michigan

Please rush me complete information on the Hudson dealer franchise and details on the new Hudson Jet.

Name

City & State____

Business Position

Note: When making this last check, operate the distributor both up and down the speed range. If variations exist between the readings for increasing and decreasing speeds, they are an indication the governor action is sluggish and requires an overhaul.

Checking the Vacuum Advance

After checking the distributor governor action, check the vacuum advance as follows:

(1) Connect the vacuum line, using care not to distort the

vacuum housing. Turn on the vacuum pump to give a reading of 10" to 20" of vacuum, then shut off the pump. If the gauge reading falls, it indicates leakage in the vacuum chamber, pump, gauge or connections and should be located and corrected before check is made.

(2) Remove all the vacuum from distributor and then operate at about 800 rpm. where the gauge will show a steady reading.

(3) Set the indicator to zero and apply vacuum to give one of the

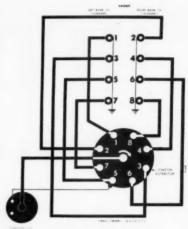


Fig. 6-Firing order.

advance figures specified. If the advance reading is incorrect, change the spacer washers between the vacuum chamber spring and nut.

Note: If the reading is below specifications, remove necessary washers to give correct reading. If the reading is above specifications, add necessary thickness washers to give a correct reading.

When changing washers, be sure to tighten nut securely and have the nut gasket in place.

When one point of the curve is adjusted, the others should be checked. If they are not correct, it indicates either incorrect spring characteristics or a leak in the vacuum chamber or tubes.

Distributor Lubrication

Distributors should be lubricated at regular intervals, and at the following points:

At regular chassis lubrication periods—Add three to five drops of SAE 10W to the oiler on the outside of distributor base.

First 2,500 miles (or approximately 75 hours)—Remove the distributor cap and rotor, then apply five drops of SAE 10W engine oil to the felt pad in the top of the cam.

First 5,000 miles (or approximately 150 hours)—Repeat the above lubrication.

First 10,000 miles (or approximately 300 hours)—Repeat above lubrication instructions and also apply a drop of oil to the breaker arm pivot pin. Operate the arm several times to allow the oil to penetrate, then wipe away excess oil. Apply a light film of high-temperature grease to the sides of the breaker cam. (Keep oil and grease away from breaker points.)

Every 10,000 miles thereafter-





You've got to have a compressor you can depend on, for a compressor that has seen its best days costs you money constantly in delayed jobs, bad tempers and never-ending repairs.

A new Westinghouse Air Compressor is the answer to a situation like this. Every feature of Westinghouse design is pointed toward years of trouble-free service.

Such Westinghouse exclusives as *low oil level protection* (the compressor will not pump air when oil is below the proper level), *positive starting unloader* (rated motor speed must be attained before loading the compressor) and *controlled pressure lubrication* give the positive protection that assures long life.

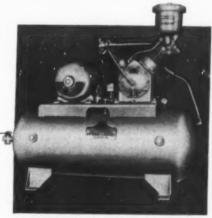
See your Westinghouse Air Compressor dealer—he's listed in the classified section of your telephone directory. He'll recommend the Westinghouse model with ample capacity for your present air equipment and some to spare for new tools you may install. And he'll always be available to give you prompt service if you need it.

Westinghouse Air Brake

INDUSTRIAL PRODUCTS DIVISION

WILMERDING, PA.

Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States . . . Consult your Classified Directory. Distributed in Canada by: Canadian Westinghouse Co. Ltd., Hamilton, Ontario.



WESTINGHOUSE MODEL 15 HP "Y"
WILL DO THE JOB

This new 15 hp Westinghouse "Y" with a displacement of 68 c.f.m. is large enough to handle all your needs. And there's a complete range of smaller sizes down to 1½ hp with 7.4 c.f.m. They give you the high pressure needed for jobs requiring high pressure, and, with the addition of a Westinghouse Reducing Valve, fixed low pressure for jobs like spraying or polishing.

Repeat the above 10,000-mile lubrication recommendations.

Distributor Basic Timing

Before installing the distributor on the engine, check to be sure that the lower distributor drive shaft is in correct position. The slot in the shaft should be parallel with the crankshaft.

If the gear slot is not in the position shown, proceed as follows:

(1) Rotate the crankshaft until No. 1 cylinder is at top dead center (or firing position). When in this position the pointer on the chain case cover should be over "DC" on the vibration damper.

(2) Using tool C-3027, position the oil pump shaft so that it lines up with the slot in the drive gear.

(3) Coat the shaft of the drive gear with engine oil, then install so that after the gear spirals into place, it will index with the oil pump shaft and the slot in the top of the drive gear will be parallel with the centerline of the crankcase.

(4) Hold the distributor over the

mounting pad on the cylinder block, with the vacuum chamber pointing toward the right hand cylinder bank. Turn the rotor until it points forward and to the approximate location of the No. 1 insert in the cap. Now turn the rotor counter-clockwise until the break contacts are just separating. Place the distributor oil seal ring in position, then lower the distributor and engage in the slot in drive gear. (Be sure to hold the rotor in position.) Secure with clamp and bolt. Tighten securely.

Install the distributor cap and secure with clamps. Start the engine and warm up to 160° F., then check the distributor timing as de-

scribed in this article.

Straightening Wheel

(Continued from page 57)

and cizes

"A wheel straightener is not a get-rich-quick machine," said Bonner, "but we believe it will be a steady producer for many years. Mandrels can be bought to keep it up to date and there is really nothing about the machine to wear out except the jacks, which can be overhauled or replaced just like other hydraulic jacks.

"A shop in a city as small as 7,000 or 8,000 might find the straightener a profitable investment, if business could be drawn from the surrounding area. We get business from smaller cities and towns within a 50-mile radius of

our locality.

"Before we bought our straightener, we had to send wheels about 70 miles to Atlanta to have them straightened, or insist that the customer buy new ones."

An experienced mechanic can learn to operate the machine in one day, Bonner said. "But with a volume the size of ours, I would say that it takes about 30 days for a man to reach the point where he is really fast on the machine," he commented.

In addition to wheel straightening, the machine can also be used for axle and transmission bearings and other small press jobs. This helps to make it a profitable addition to shop equipment.

Watts Dies at Meridian

Sam Watts, Jr., 45, vice-president of Burdette Ford Co., Meridian, Miss., died last month. A native of Scooba, Watts had been active in business and civic affairs in Meridian for 20 years.



Let's Stop Asking

(Continued from page 49)

working, can possibly give thorough consideration to the huge stream of bills poured into the governmental hopper in Washington, or to the astronomical appropriations which the present overgrown central government is making and ever enlarging.

The endlessly staggering fact about the U. S. Government of 1953 is the number of things it has a policy about, and the profusion and power of its instruments.

Our government has a policy about Camel cigarettes as well as battery acids; it has policies about foot-and-mouth disease, color television and railroad fares as well as a would-be policy about the state's coastal waters and even the natural resources found on the property owned by some states.

It is true that some of these policies are decreed by Congress but some are the simple creations of administration and some have come to have the force of policy when based on nothing more than whim or political expedience of temporary holders of authority.

It's the Biggest

The U.S. Government has grown to be the biggest example of almost every material thing of which we have examples - the biggest employer (2,500,000), the biggest owner of capital assets, the biggest spender with an income of 68.7 billions and a budget of 70 billions (dollar estimates for 1953). This year it will buy something like 35 million pencils and 168 thousand erasers and 72,000 yards of red tape (they actually do use it -to bind documents). Its accumulated records would fill seven Pentagons and there is need for yet more space. For it is destroying old records at the rate of two million cubic feet a year, but filing away new paper at the rate of two and one-half million cubic feet a year.

No benefactor imaginable could ever offer you a fraction of the services and "things" you can get from your federal government. You may get a free education, a pension, a homestead in Alaska. You can get your old firearms identified, a Japanese sword classified, or a 30-day weather forecast. You can ask for dredging or damming of a stream, or government help to plan a small business or lay out a retail newspaper advertising campaign. You can get advice on

fertilizers or plant pests, testing of your soil, or preparation of application for a government loan to build a barn.

For small sums you can buy art prints, "proof" coins, maps, two daily government newspapers, and any of 70,000 other publications on a variety of subjects. You can even buy rugs, a lighthouse, or an island through the government, but the sums involved are not nominal. The government will help you christen a mountain. It will even help you plan a community

or find a missing person.

There are a great many other services your federal government renders. It helps support the needy blind and dependent; it builds highways, operates a barge line and a railroad, inspects meat, sells electric power, sponsors youth clubs, insures home loans and bank deposits (and lives); it tells housewives how to sew slip covers; it subsidizes ships, and airlines; it buys millions of pounds of eggs and butter.

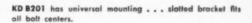
It runs employment offices and

for greater safety



tripled light from new K-D rear lites

To meet the need for greater safety from more light from rear signals on heavy duty units . . . trucks, buses, tractors, trailers . . . K-D engineers have developed an entirely new lens. Its light output is three times that of the old KD 2001 By overall semaphore prism arrangement, light cames from the entire lens instead of from only the bullseye. Both the KD B200 and the new KD B201 Stop and Rear Lites have this lens. Both have heavy Bonderized steel construction . . . $4V_8^{\prime\prime\prime}$ diameter . . . $246^{\prime\prime\prime}$ depth . . . removable plug assembly including pigtails ready to splice . . , and 21-3 cp bulb.



KD 8200 mounts on two ¼" bolts spaced 2" apart. KD 249 license bracket is available at extra charge for use with KD 8200 for license bracket mounting.



KD 820



VD 8700

more safety for light trucks, too



There's high light intensity from the 4" Red "STOP" lens of two new K-D Saftee Stop Lites. Black letters with highlighted bead on red field. Exceed ICC and SAE specifications. Glass lens held in place by steel door . . . easy to change 21 cp bulb. Well proportioned to vehicle size . . . Heavy duty Bonderized steel construction . . . black enamel finish.

KD 255 Bracket mounting. Modern streamlined design. Silver-plated reflector. Wire extended through hollow stud facilitates mounting.

KD 255F Flush mounting. Completely enclosed housing protects silver-plated reflector, connector and wire assembly. Minimum depth flange.

KED LAMP COMPANY

settles strikes, loans cattle to the Indians, runs a film exchange, issues patents, supports farm prices and sells synthetic rubber, besides buying some of nearly everything produced in the country; it provides low-cost housing, protective tariffs, free navigation aids to shippers, medical care to veterans, and statistics to bankers.

Yet, with all that, we are not yet past the point of no return from the welfare state; we have plenty of room to maneuver within the framework of constitutional democracy

Fortune Magazine editors say that with all of our services, "What has emerged is no 'welfare state' by British standards and certainly no police state by any standards. It is, however, a government engaged in a fabulous number of services to the citizens and restraints upon the citizen."

This system of services sounds alluring to the many of our citizens but we must not forget we give up something in return when we ask Washington for it. It was because the creeping BIGNESS of government is to be feared that I, as virtually the sole member of the Senate to do so openly, opposed the creation of the new Department of Health, Education and Welfare. If we are not yet to the Welfare State point, I do not think we have sufficient expanse left to continue taking such broad steps in that direction.

Nineteen centuries ago, Plutarch wrote that:

"The first destroyer of the liberties of a people is he who first gave them bounties and largesse."

That wise man whose counsels have lived through the centuries was talking of the destruction of the Greek civilization by its conversion to a welfare state, and of the end of the Roman state, which did not learn the lesson from the Greeks and Egyptians.

What Are We Losing?

The same truths which filled Greece and Rome will destroy us. Why should we be exempt? If we are to look to Washington to fill every need, as the Greeks looked to Athens, and as the citizens of the Empire looked to Rome, what are we losing? Is our individual freedom less important than comfort? Our forefathers came to this country seeking not comforts and "security" but a freedom that knows no bounds. and they achieved their goal literally through blood, sweat, and tears; and with all the hardship, suffering and sacrifice, the fruits of their victories were sweet and few turned back.

Without this God-given liberty which always must be wrested from the world, we can still have security. The totalitarian state offers "security"; we must want more.

The great liberal minister of Washington, Dr. Powell Davies, tells us that "Democracy as contrasted with Marxism is founded upon the significance of the individual." He says:

"It is this significance that is fundamental and not the collective significance of the society... What it does mean is that the society shall liberate the individual and not dominate him; that it shall enhance his significance and not belittle him; that it shall invite his free participation and not enslave him; that it shall respect him and not demean him. The government is his servant and not his master; his leaders are his agents, not his rulers; his fellow men are individuals like himself, his neighbors





ST IT FRO

PERMITE REPLACEMENT

PISTONS . PISTON PINS . VALVES . VALVE GUIDES . VALVE STEM KEYS . VALVE SPRINGS . WATER PUMPS WATER PUMP PARTS . CYLINDER SLEEVES AND ASSEMBLIES . TIE ROD ENDS . SPRING SHACKLES . KING BOLT SETS . BUSHINGS . MUFFLERS AND CLAMPS . TAIL PIPES.

WHEN you make a customer's old car perform with the zip and power of the newest streamlined model, you have a happy customer.

Permite Replacement Pistons help repairmen everywhere make happy customers because they are correct in design and finish and have the qualities needed to restore new car performance. They either duplicate exactly the original equipment pistons, or embody definite improvements which long experience has proved necessary for better replacement piston operation.

It pays to install Permite Pistons, Valves and other Permite Replacement Parts. Their dependability means better service to your customers, better business for you. You can get quick service from your Permite Jobber.

ALUMINUM INDUSTRIES, Inc., Cincinnati 25, Ohio

and his fellow citizens, not fellow subjects. For democracy is founded upon the significance of the individual"

And of the "State versus the Individual," Louis Bromfield, the farmer and author, writes that a struggle is going on to make man subject to "a vague but tyrannical impersonal machine known as the state," and he adds:

"This system of using bribes, subsidies, promises, and so forth as a pain-killer confused many indeed most people — for a considerable time, and only since we have begun to see the results in operation has it become apparent, even to the simplest fellow, that when the pain-killer wears off, the pain, in terms of insecurity, and material cost, is much worse than ever. We, as a nation, have been very fortunate in having placed before us a laboratory example of how the 'womb to tomb' pattern works out. With us, the menace of this false and unworkable political philosophy has crept up slowly and gradually."

On the same subject, David Lawrence, a great editor and columnist in Washington through many administrations, said recently:

"Capitalism is a desirable system primarily because it alone recognizes the dignity of the individual. Its moral stature is derived from the great Judeo-Christian tradition which for centuries has embodied the ideal men strive for. . . But let us not fail to perceive that the power of self regulation, based on moral and spiritual values, is, after all, the greatest single virtue that nourishes a healthy capitalism. Let us demonstrate to skeptics far and wide that a healthy capitalism means a healthy individualism and that this is the true prescription for communal well-being."

Freedom Is Unchanged

These basic American concepts of freedom as we know them in this nation from the days of Thomas Jefferson to the present are unchanged. One of the developers of atomic power, Dr. Vannevar Bush, warns us that "A people bent on soft security, surrendering their birthright of individual self reliance for favors . . . will not measure up to competition with a tough dictatorship . . . The Russian threat cannot be met if we turn this country into a wishywashy imitation of totalitarianism, where every man's hand is out for pabulum and virile creativeness has given place to the patronizing favor of swollen bureaucracy."

I recently read the story of Glenville, West Virginia. For fifty years the people had complained of floods from the Little Kanawha River which two or three times each year overflowed its banks and flowed down Main Street. The day finally came when something had to be done. When that day arrived, everybody pitched in and helped. The people raised several thousand dollars among themselves to finance a small-scale flood control project.

Local industries donated bull-dozers and other heavy equipment needed to clean up the river bed and clear the banks of underbrush. Women helped too. They cooked enough food to feed the 500 men who worked with shovels and pickaxes to clear the banks. Property owners along the river also did their share. Nowadays the folks in Glenville can breathe easier. There hasn't been a single flood since the project was fin-



Tim Mennen says: "In keeping with our policy of using only top quality, name brand equipment, we selected the Lee End Lift for use in our tire and body and fender departments.

The Lee End Lift cuts tire changing time in half — speeds body and fender work by permitting men to work in a comfortable standing position."



Tim G. Mennen, Vice President and General Manager of Masters Pontiac Co., Inc., Long Beach, California.



ished. And not a penny of federal money was received or asked for the work.

How far can the rest of our nation go along the path indicated by little Glenville, West Virginia?

To a large extent, Stalin is responsible for much of the Bigness in which we are involved today, and the threat which Stalin in death bequeathed to us does not give us too much hope for assurance of peace in the immediate future.

But what about the way our citizens are thinking about the question of big government? What will be their response when, after being told during a campaign they can look for less government and less bureaucracy, their new administration gives them more Super-Bureaucracy?

Aside from the Stalin-inspired bigness, all other government expansion is done in the name of that elastic phrase, "The general welfare." We have no cause for optimism if we are forced to agree with the skeptics who say the "ordinary" citizen sees no difference between "the general welfare" and his own individual welfare.

Let's draw a line where we will stop asking Washington for it. Remember that even as late as 1942, the Supreme Court held that "It is hardly lack of due process for the government to regulate that which it subsidizes."

The Bible puts it more simply (Proverbs 22:7):

"The borrower is the servant to the lender."

"Free Coffee for All"

(Continued from page 61)

they sit in comfortable chairs in the waiting room and sip the coffee, they can watch through plateglass windows for the courtesy car.

"When a customer is in a hurry, especially during the early-morning rush at a service department, waiting just three or four minutes for the courtesy car can put him in a bad humor," Milner said. "But if he has a cup of coffee to drink, he doesn't mind a few extra minutes. Often the car will come before he finishes his coffee.

"We've had many favorable comments on the set-up from customers who come in at all times of the day. Since our building is away from the downtown section, it's especially important for us to make it a pleasant place to visit."

While Milner does not keep tabs

on how much time his employees spend drinking coffee, he does know that shop efficiency has been increased since the free-coffee plan was begun several months ago. The men spend less time away from their jobs now that coffee is available right in the shop. They are not out of touch with the service manager as they would be if they left the building.

The restaurant and waiting room were installed near the entrance of the service department as part of a remodeling program for the dealership. Milner did not have a separate contract for this work, but he estimates that the entire installation cost less than \$2,000.

He considers it money well spent, and his customers and employees agree with him.

Even if that \$1,600 doesn't show up as a special category on each monthly statement, there's no doubt that the free coffee is helping to keep volume high — both by attracting customers and by increasing the productivity of employees.



"X" Marks No Spot

(Continued from page 58)

"Busy with customers, I just overlooked the condition of the shop," Lopez said. "But I had to figure out how I could add one more mechanic. Cleaning up the shop was the answer."

Lopez could have hired a porter to do the cleaning. "But that would have been the wrong thing to do," he said. "The mechanics made the mess; it was their job to clean it "I told them what was coming. We would begin Saturday afternoon and finish up Sunday. The time it would take would depend on how fast they worked."

Each man was assigned to clean his own stall. Lopez and his parts man, formerly a line mechanic, would do the general cleaning. The men had to come back Sunday but there was no grumbling. In fact, they approved of the idea.

"The men knew that it was impossible to do good work in a dirty shop," Lopez explained. "When

they are putting in inserts, a little dirt can foul up the tolerance. If they are putting in a clutch and their hands are greasy, the job is ruined.

"We made room for a stall for the extra man. We rearranged our equipment, too, in order to save extra steps.

"The cleaning cost me a quart of paint—to paint the counter in front of the parts department—a paint brush and several cups of coffee we took time out to have at a nearby cafe.

"The extra man nets me an extra \$250 a month average on labor, plus the sale of extra parts."

From the cleaning, Lopez hauled away two trailers filled with sweepings from the floor and a pick-up filled with old iron, fenders, mufflers and tailpipes.

In digging out the corners, Lopez found several pounds of discarded rags,

Saved \$15 on Rags

"My monthly rag bill was running right at \$30," Lopez said. "Seeing what was happening, I put the clean rags in the parts department. The parts man was instructed to issue three clean rags at a time when three soiled ones were handed in. The first month, my rag bill dropped to \$15."

On Monday morning after the first house-cleaning, customers remarked on how fresh the shop looked and how much better the mechanics looked.

"That was direct evidence that customers do note and appreciate a clean shop," Lopez said.

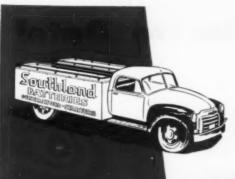
"From here on, we clean shop every Saturday afternoon. We scrub the floors, wash the tools, wash the equipment and rearrange the shop.

"Now it is only a few hours' work. The first job was the worst. Knowing they will have to clean up on Saturday, the men take pains to make it light on themselves."

Mercury Offers Steering

Power steering of the linkage booster type is now available as optional equipment on 1953 Mercury cars. Steering-wheel pressures of approximately three pounds at cruising speeds to approximately 8½ pounds in parking lessen the effort needed for driving and maintain the "feel" of the road, according to Joseph E. Bayne, general sales manager.

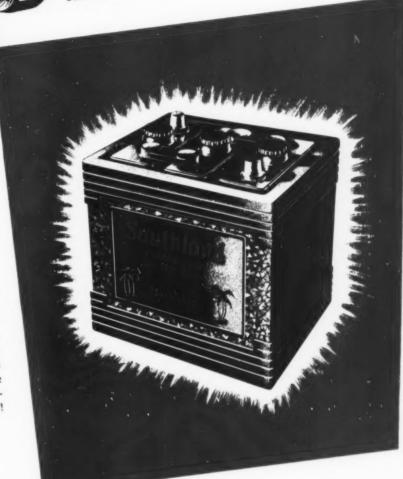




Southland Service Means More Sales...Bigger Profits!

store-door delivery is geared to YOUR needs

Southland Service offers you a bigger turnover of fresh batteries because you buy only what you'll need until the next regular delivery. Switch to Southland . . . sell quality batteries at competitive prices and take advantage of the most dependable battery delivery service in the industry!



ALLIED BATTERY CO.
2040 AMELIA STREET
DALLAS, TEXAS

Southland

Custom-built for the South

RATTERIES

36 CONVENIENTLY LOCATED WAREHOUSES IN THE SOUTHWEST AND MID.SOUTH

You Can Keep Up to Date! Send in the Card for . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS
- 101 WRITE FOR CURTIS LITERA-Gives full information on Curtis Air Compressors. Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kenlen Avenue, St. Louis 20, Mo.
- 102 TWELVE PAGE BOOKLET IN two specialised materials for ODOR CONTROL in moust housekeeping and plant sanitation work. Oakite Products, Inc., 22 52F Rector St., New York, N. Y.
- 103 POUB-PURPOSE AUTOMOTIVE OLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52 F Rector St., New York, N. Y.
- 105 WAGNEE AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydranlic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.
- 107 HOW PYROIL PROTECTS A pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.
- 108 ATTRACTIVE FOUR PAGE FOLDers models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.
- 110 THE PERFECT CROWN Earle booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES recker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.
- 112 CONTOUR SPACER RING Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Gs.
- The sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intheblok" valve grinder, Universal Press and many other Winona products, Winona Tool Mfg. Co., Winona, Minn.
- 114 AUTOMOTIVE MAINTENANCE
 TOOLS New OTO Bulletin A-47
 shows the easy, SAFE way to handle many
 automotive repair 'tuffies'—such as pulling
 bearing races, fan pulleys, axle shafts, pinion shafts, stanb pinions, etc., without damage. Shows many new OTC Special Tools
 designed to make life more pleasant for
 mechanics. For a free copy, write to Owatonna Tool Company, 384 Cedar St., Owatonna,
 Minn.
- 115 THREE SERVICE MANUALS covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., 334 Cedar St., Owatonna, Minn.

- 119 RAMCO SERVICE MANUAL 5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.
- 121 "AROWELL" restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned and balanced, to never flake, loosen or part from parent write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozzells Ferry Rd., Charlotte, N. C.
- 123 PERMATEX TOON-OYL is a sciencombination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.
- 124 McCORD RADIATOR-CORE CATALOG—Replacement radiator cores
 for popular cars, trucks and tractors are
 listed in alphabetical order, along with a
 size chart showing dimensions of McCord
 cores. It also lists complete radiators for
 Ford and Chevrolet, McCord Corp., 2687 E.
 Grand Blvd., Detroit 11, Michigan.
- 127 HYDRAULIC BRAKE PLUID SERVICE—HOW TO CHECK, DRAIN,
 PLUSH, REFILI, BLEED Easy reference
 book that contains helpful service instructions as well as detailed descriptions and
 illustrations of the latest methods and procedures for profitably servicing hydraulic
 braking systems. Send for Bulletin HU-17H,
 Wagner Electric Corporation, 6362 Plymouth
 Avenue, St. Louis 14, Missouri.
- 134 STREAMLINER CATALOGS on Moog Coil action front end parts. coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.
- HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.
- 136 McCORD MUFFLEE CATALOG fler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.
- 138 SPARK PLUG SPECIFICATION
 stallations, designed to hang on wall, includes correct procedure on installing and
 servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.
- 142 ''CATALOG NO. 52E'' the complete line of Ignition Parts of the Andrews Mfg. Co. 924 S. Theresa Ave., St. Louis, Mo.
- 143 NATIONAL MACHINE LINE—New, fully illustrated pamphlet describing function and construction of National Drive shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most GMO Pickups. Special Pinion Bearing Assembly for most Chev. Buick, Olds and

- Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.
- 141 NEW PISTON RING CATALOG and full Power Story on Moog X-Plus Piston Ring for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.
- 145 HOW TO SOLDER 16 pages of practical hints on soldering. Non-technical and designed to assist with every-day soldering. Federated Metals Div., 120 Broadway, New York 5, New York.
- 153 SERVICE MANUAL FK SPARKPLUGS and how to properly service them is completely described in the new
 SERVICE MANUAL No. 7K now offered by
 Champion Spark Plug Co., 900 Upton St.,
 Toledo, Ohio.
- 154 V-C CLEANSERS—complete information on the new improved V-C line of cleansers, Includes, V-C ZIP (heevy duty steam cleanser) V-C TUFF (heavy-duty concrete cleanser) V-C ROY (concrete cleanser) V-C CEL (water conditioner). No cost or obligation for the complete Virginia-Carolina informational literature. Virginia-Carolina Chemicl Corp., Chemicls Division, 401 East Main St., Richmond, Va.
- NITESHADE BLUE—23-page color folder showing how the Arco Color Bar enables any of 3000 color shades to be matched in a matter of minutes. Pictorally depicts the Color Bar, illustrating its efficient and speedy operation. The Arco Company, 7301 Bessemer Avenue, Cleveland 27, Ohio.
- 159 CONNECTING ROD RECONDITIONING bulletin for automotive shops
 describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full
 information about the new model 125 Rodmaster connecting rod grinding and honing
 machine. The new machine tool fits in small
 space on a bench and is fast and accurate.
 Storm-Vulcan, Inc, 2225 Burbank St., Dallas,
 Texas.
- 162 WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1. Ohio.
- 163 COMPOSITE SERVICE TOOL Offers, without obligation, a comprehensive time-saving Tool Guide. Contains special tools you need to perform specific operations for which no adequate standard tool exists. Kent-Moore Organization, Inc., 5-105 General Motors Building, Detroit 2, Michigan.
- 164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS

 -New and Rebuilt Fuel Pumps, Combination
 Fuel and Vacuum Pumps, Combination Fuel
 and Vacuum Pumps, Repair Kits and AntiPulsation. Oatslog AX64. Airtex Automotive
 Division, Inc., Fairfield, Ill.
- 166 CYLINDER HEAD STOCK REsize showing year and model of car, standard
 compression and the amount of cylinder
 head stock removal necessary to attain the
 increased ratio. Storm-Vulcan, Inc., 2225
 Burbank St., Dallas, Texas.
- 167 TOOL CHEST BULLETINS Dechests and cabinets including the Huot tool chests and cabinets including the Huot Ports Cab designed for you to have rolling storage

for tools, Eust Mig. Ocupany, 567 M. Wheel-

168 CRANKENATT CRIMDER MAN-terining outpineering, construction and con-tenining outpineering, construction and oper-ation details of the new Storm-Vulcan model 45-A Orankahati Grinder. It is well illu-trated for easy understanding, and describes fully the special features and advantages of the new 15-A Orankahati Grinder designed for fast production and precision. Storm-Vulcan, Int., 2325 Burbank St., Dellac, Texas.

169 WILLARD SERVICE ROUTERING

- Charging Equipment Parts, Service
Accesseries, Service Tools, Testing Equipment, WILLARD STORAGE RATTER
COMPANY, 846 E. 181 Street, Cleveland 1,
OMe.

170 PARKO SERVICE MANUAL conclusions to checking and servicing Hydra-Matte, Ford-O-Matie, More-O-Matie, Ultramatic, Dynamics of the Powerfilds transmission fluid, also Chrysler Finid Drive oil and Hudson clutch than Park Chamical Co., 2074 Military Avenue, Dotrects 4, Michigan.

172 will Last Day RATTERIES "A" and "B" Power Packs, "B" and "B" Power Packs, "B" and "C" Batteries, "B" Batteries, "C" Batteries, "Consent Furpose Battery, Portable Lantern Batteries, Radio Storage Battery Company, 246 R. 181st St., Claveland 1, Onde.

173 EYDRAULIO PARTS — Complete line of Ris hydraulic pares, Lists and Huserness the complete line of repair kits, locee, stop-light switches, brake-master and wheel accombiles. Information complete up to 1955. His Automotive Corp., Kiddletoup, Comp.

180 THE LAMSON NO. SO A AUTOROCTIVE OATALOG—A complete reference book on the mest popular sizes of eap screws, nuts, lock nuts, oother pine, stove bolts, leek washers, fine washers, arpansies plugs, estads, starter bolts, and washers, ring sear, rivuts, tracter bolts, high rate, U holt reds, spring slip and spring center bolts, bestery bolts, license plate bolts, Lies prices, velghts, dimensione, and package quantities are given. The Lamson & Bessiene Co., 1871 W. 65th St., Glaveland 2, Ohio.

181 ANDOL PORITIONING BQUIP180 MENT — New catalog covers complete range of Engine Stands for small pasenger car to large industrial engines, also
Display and Storage Dollies. STAND SHARD.
TION QUIDE for quick eslection of proper
stand, also complete information on ARBOL
LIFT transmission bolts, Automotive Division, The Oleveland Pacumatic Tool Ca2775 Sast 17th Servet, Claveland, Ohio.

105 EMEVICE MANUAL FOR THE DOTORS — A comprehensive and therough reference book which puts special emphasis upon the diagnosis of excessive ell communities and the proper procedure fee piston ring installation. It includes special instructions to follow when working upon certain makes and models of care, a liceting and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfore Circle Co., Hagerstown, Indians.

192 COLOB SAR TR—Complete details on the Areo Color Bar Jr. Designed to supply all colors from only \$2 basic mixing colors. Can be placed upon empty drum for easy operation. The Areo Co., 7801 Bassaemer Ed., Chorchand \$7, Ohio.

193 WIRE & CARLE CATALOG — A 24 bare catalog covering every substantive was of electric wire and cable, complete with specification data—Electric Anto-Lite Co., Herchandleing Division. Champisit & Chestrus St., Tolodo 1, Ohio.

197 SPARK FLUGS — Condensed four passenger cers, including 1921 models. "Plug Orleh" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Reservic Auto-Lite Co., Marchandising Division. Champlain & Chemont Sta., Tolede 1, Ohio.

nut Sin., Tolede 1, Ohio.

198 EWIL-WAY "ORAMPTOR" — Literature showing the Kwik-Way
"Champion" valve surfacing machino. Has
automatic starting and stopping, Refaces 15"
valves as easily as 80° and 45° Oedar Rapids Engineering Oc., 915 17th Street, Oedar
Rapids, Iews.

199 PERMATEX ENTRY REARES —
tions on the use of Forma-Gantes, See
Permatex of on page 1 for details and use
EAJ reader service coupon for cutry blanks,
Permaten Company, 2750 Avenue 2, Breekiya, 3, x.

Co., Le Uresse, Wisconsin.

202 FARRED REMEWER — for converting the converting th

ver, Cole.

23 EAND TOOL GATALOG W-101 —

New 40 page Black-hawk estales shows ever 1000 time and money saving hand tools, Institute giant tool cott. master wrench cets, body tools, pullers and attachments, pisters ring compressors, acrew ciractors, bold extrers, feeler gauges and many others. Ognelee with pictures and opeculiantions. Blackhawk Mig. Company, Milwankee, Wisconsit.

270 COOLDES SYSTEMS, WHAT YOU SHOULD KNOW ABOUT TRIBE16 pages, conclestly written and clearly illustrated with diagrams and pictures. Tells you overything you need to know about the mechanics of cooling systems, helps build be botter cooling green acretice. Warner-Patterson Co., 126 E. Michigan Avo., Chicago 8, Ill.

283 FAOTS ABOUT IMMITION COILS—
are needed for top motor performance, the
significance of cell polarity, why an engine
skips at low speeds and many other tipe on
ignition securios. Echila Mig. Co., 243 East
6a., New Haven 6, Conn.





REPLY CARD BUSINESS FIRST CLASS PERMIT NO. SEZ, SEC., M.P. P. L. & R., ATLANTA, GA

SOUTHERN AUTOMOTIVE JOURNAL 806 Peachtree St., N. E. Atlanta 5, Ga.

- 330 DIRECTION SIGNAL STORM OF THE STORM OF T

- 348 LIGHTING ACCURSONIE Oatsle, log shoots on auxiliary switch penels, togale, peah and silds switches, truck
 and trailer switches, automotive electrical
 cockets, plus selling aids, Osic-Herces Co.,
 24 Cid Colony Ave., Bostes 27, Mass.
- 345 EYDRAUZIO BRAKE WAIZ, OFFICE Spiral bound listing up-to-date parts information for passenger care and trucks, including listings for matter and wheel cylinders, anators and wheel cylinder repair kits, stop light and switches and brake hoses. Ris. Autameters Corp., P. G. Box 701, Middletews, Conn.

- 370 EMERCI. MTG. GO. Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oiler, Hi-Sev Metor Tune-up Oil Shows uses, prices, description, dealer information. Emercel Mig. Co., 243 W. 69th St., N. Y. 23, M. Y.
- 379 TRUE SAVERS—Catalog Illustration ing the many time saving uses of the new model portable, wire operated Lee End Life in your chop, Artemetive Equipment Mfg. Oc., 11000 S. Atsmeds St., Lynwood, California.
- 380 SOLVEST GLEANING—New fully lituatrated 24 page Galite bookles giving specific date and precedures for examinal removal of carbon, gresse, directly and gaint from metal surfaces. Galite Products line, 52 F Ecotor St., New York, N. 7.

 382 V BELET—Full information and St. School on "Factory Fresh" V Belte, V Belte Displays, eve. Durks-Atwood Co. Dept SAS, 215 7th St. M.E., Minneapolis 13, Minn.

- 389 "TACTS OF LIFE _ ENGINEER OF COMMON CARGING INVOICE SENS CONTROLLER OF COMMON CARGO COMMON CARGO C

- 407 A B. O's OF SAFE PROFITABLE
 407 A B. O's OF SAFE PROFITABLE
 407 THE BREVIOR—A 24 page book
 just published by Bowes "Seal Fast" Corp.
 Complete with Illustrations and how-to-doit metricities. Outlines lakest take and
 casting repair techniques as well as presenditioning trade-ins for profitable resals.
 Bowes "Seal Fast" Corp. 147 North Pine
 Street, Indianapoide 2, Indiana.
 408 WHIDSHIELD WIFE REPAIR
 Proper lade and arm specifications for all
 cars and trucks. flat and curved windshields.
 1986-1932 mostins, inclusive—chart DM 543.
 Trice Preducts Corp. 617 Washington St.,
 Buffale 3, M. T.

- 420 SIOUX TOOLS Ricetanted and descriptive condensed 16 page Ostalog No. 109-D of TOUX Portable Electric Tools for Automotive repair and Meintenance, Albertone & Company, Inc., \$100 Lowell Ave., Sieux City, Iowa.
- 421 ROW TO PREVENT PREMATURE TRANSPORT STATES SLOCK FACTURE A non-beststrain 14 page bookies assertibing the potential of the contains excellent chart aboving every type of demage with sense and correction for each.

 Grissy Mic. Co., Failding Ohio.

List Items You Want. Tear Out and Mail Attached Card Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.

Send me these FREE Catalogs and Bulletins	0/60
I want details on these New Products	
	医
Send more info on advertisements (Unit page No. also company name If more than one ad on page)	
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	101101
My Name	
Company	
Street	
City Zone State	



800-Dolly-Jack

A combination wheel dolly and bumper jack that permits one man to remove dual truck wheels, as well as perform other jobs more easily, has been introduced by Utility Jack Co., 100 Stuyvesant Road, Asheville, N. C.

The Billings hydraulic lift, as it is called, locks the wheel or rim on as



the dual wheel is jacked up. Wheels do not have to be turned except to align wheel bolts, the manufacturer said. The unit is useful for raising either front or rear end of passenger cars and light trucks, since it has a 3,000-lb. capacity. Its heavy-duty casters permit differentials, transmissions and other heavy objects to without damage to floors.

Want more info? Use coupon on page 118 and you will get it!

801—Battery Chargers

A line of six- and 12-volt chargers, offering the same type of thermo-static control featured on former sixvolt models, has been introduced by Willard Storage Battery Co., 246 E. 131st St., Cleveland 1, Ohio.

The line includes the WDD-612
Thermaster, said to meet all charging needs; the WDS-612, without the tester and not equipped with a covery two portable for the work and the same and the same and the same are the work that the same are the s er; two portable fast chargers and

two lower-rate fast chargers.

Want more info? Use coupon on page 118 and you will get it!

802-High-Compression Muffler

A Straight-Thru muffler for highcompression engines, including Buick, Mercury, Oldsmobile and Packard, has been placed on the market by Maremont Automotive Products, Inc., 1600 S. Achland Auto. 1600 S. Ashland Ave., Chicago 8, Ill.

The straight-through tube is said to keep back pressures at a minimum

and the conical cushion chamber prevents gas slugs from resounding against the shell. A double-tone well helps to eliminate high-frequency

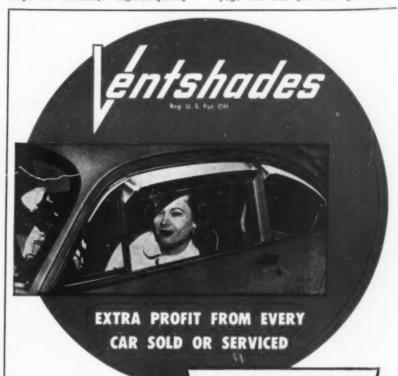
sounds and a double wrapping further deadens shell noise. Spun heads that interlock end caps and body edges give a tight mechanical seal.

Want more info? Use coupon on page 118 and you will get it!

803-Tool Catalogs

Two catalogs—one on the Porter-Ferguson Hydro-Method body repair equipment and one on hand toolshave been issued by H. K. Porter, Inc., 74 Foley St., Somerville, Mass. Exploded views and diagrams, as well as many practical suggestions for body repair, are included.

Want more info? Use coupon on page 118 and you will get it!



The test of any accessory is how well it repeats year after year. An overwhelming percentage of car owners who have had Ventshades installed on one car want them on every car they buy. That is one of the reasons why Ventshades continue to produce handsome profits for dealers who sell them. Sell them yourself and see.

Ventshades are the original rain and sun shields. Avoid substitutes.

Contact your Ventshade wholesaler or write direct for complete information

THESE FEATURES SELL VENTSHADES

- · Open-window ventilation when it rains or snows
- . Safety from exhaust fumes
- · Less fogging of glass
- · Shade from the sun
- · More comfort the year 'round
- . Added beauty for the car
- · Quick, easy installation. Individual designing for each make and model assures accurate fit
- Made to meet exacting standards of car manufacturers.
- · Won't rust or rattle



VENTSHADE COMPANY . CHAMBLEE, GEORGIA IN ATLANTA & FINEST INDUSTRIAL SUPLES

804-Wheel Shields

Two types of wheel shields — a paper shield that is given away to show how it helps save time in spray painting and a long-lasting plastic shield — are now being produced by The Arco Co., 7301 Bessemer Ave.,

Cleveland 27, Ohio.

Both shields are of the same design, consisting of a sheet of paper or plastic folded at one end to form a pocket that encases the wheel and protects the exposed side from overspray. Finished size is 30" by 36". In addition to saving masking time, the shields are eye-catching displays, the manufacturer said.

Want more info? Use coupon on

page 118 and you will get it!

805-Bug Remover

A bug-remover cloth that is said to remove bugs quickly when used with water is now being marketed by B-M Co., 4144 Woodland, Kansas

City 10, Mo.

Called Black Magi, the cloth is harmless to windshields, chrome and car finishes, the manufacturer stated. The cloth is available in two sizes for use by shops and for resale to customers. Each cloth is packed in a plactic borg so it can be convicted. a plastic bag so it can be convenientstored even when it is wet. Want more info? Use coupon on ly

page 118 and you will get it!

806-Gasoline Can

Flex-O-Spout gasoline cans, fea-turing a flexible pouring spout that can be reversed to rest inside the can



when not in use, are now available from Truecraft Tool Co., 2425 S. Michigan Ave., Chicago 18, Ill.

Built of heavy-gauge steel, the cans have built-in copper screens and are said to resist rust and leaks. The low design prevents tipping and the spout gives easy pouring. Two sizes are available, 2½ and five gallons. A swivel handle and built-in air vent are other features

Want more info? Use coupon on page 118 and you will get it!

807—Shop Press

A hydraulic shop press capable of developing 171/2 tons has been added to the line of Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.



The Power-Twin ram can be de-The Power-Twin ram can be de-tached from the press and used as a portable power unit by attaching pullers and push-pullers, or it can be used as a lifting jack. The press comes equipped with a hydraulic hand pump that develops 10,000 psi and a 6' pressure hose. A 15,000-psi gauge shows actual pounds or tons of pressure used pressure used.

Want more info? Use coupon on page 118 and you will get it!

-Refinishing Materials

An improved glazing putty, a lacquer-type non-sanding primer-surfacer-sealer and a gloss-inducing lacquer thinner-enricher have been added to the line of The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

Available in gray or oxide red, the glazing putty is said to adhere well to bare metal and coated surfaces, to be easy to spread and easy to sand. The primer-surfacer-sealer dries to a hard, dense surface that gives a good "tooth" for finish coats, the manufacturer said, and may be coated with either lacquer or enamel with-out absorption of color. The lacquer thinner-enricher reportedly gives better flow and higher luster, as well as decreasing the danger of blushing in humid weather.

Want more info? Use coupon on page 118 and you will get it!

809-Radiator Flat-Rate

A free flat-rate computation table for radiator service, using the cost of the core as the basic reference point for setting charges, has been an-nounced by Inland Manufacturing

Co., 1108 Jackson St., Omaha 8, Neb. Designed for both the wholesaler and the retailer, the table is applicable to trucks as well as passenger cars. The table is flexible enough to eliminate refiguring as core prices change, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!

810—Recapping Booklet

An eight-page booklet telling how to get more recaps out of truck tires by proper care has been issued by The B F Goodrich Co., 500 S. Main St., Akron, Ohio. Photos and diagrams show the operator how to recognize the causes of damage to tires and reasons for tire failure. Tips on loading, matching and rotation are included.

Want more info? Use coupon on page 118 and you will get it!

811—Regulator Tester

A tester for voltage regulators on cars and light trucks with either six-or 12-volt electrical systems is now being produced by Burton-Rogers Co.,

being produced by Burton-Rogers Co.

292 Main St., Cambridge 42, Mass.

The device has easy-to-read scales showing 0-9 volts and 0-18 volts.

Toggle switch selects proper scale for six- or 12-volt system and reversing the switch corrects for polarity without changing leads.

larity without changing leads.
Want more info? Use coupon on page 118 and you will get it!

812-Shop Welders

Redesigned Sureweld shop welders, featuring horizontal positioning of the coils so that no mechanical ventila-tion is required, have been placed on the market by National Cylinder Gas Co., 840 N. Michigan Ave., Chicago 11, Ill. Controls have been simplified for easier operation. A model with a 25-to 295-ampere range and one with a 20- to 180-ampere range are avail-

Want more info? Use coupon on page 118 and you will get it!

813-False Tire Mount

The "Falsie" tire mount, an all-metal unit that gives the effect of a continental tire mounting but doesn't actually contain a tire, has been placed on the market by Stylecraft Automotive, 403 W. Solano St., Los Angeles 12, Calif.

The unit installs directly to the trunk lid without welding or cutting



and it is not necessary to extend bumper or to remove stone deflectors. The chrome-plated hub cap swings up to give easy access to handle and lock of trunk compartment. Trunk lid lifts easily with the attached "mount," which weighs 16 lbs. Factory tire size of many 1949-53 models is duplicated for realistic effect and tire valve stem extends from the hub cap to maintain the illusion.

Want more info? Use coupon on page 118 and you will get it!

MARY LONGER... USED CARS IN USE LONGER

CONTENTS ONE QUART

CONTEN

Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

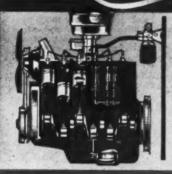
Whether he has a new car or used car.

it's advice a driver can hear in the hum of his motor... feel in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon . . . in the lower service charges he shells out at inspection intervals.

Mosal: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication

FOR MORE PROFITS — PUSH MARVEL MYSTERY OIL AND THE MARVEL INVERSE OILER



Morest in the creekense lays a strong, heat-resistant film of all as all moving parts . . . aliminists hydraulic valve clatter . . . provides ring seal . . . cleans, cools and protects bearings and vital upper cylinder regions. The cur runs for many more angine miles per dellar.

Install a Moreel Inverse Otter for direct lubrication to the heart of the angine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. Ne other otter works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:
EMEROL MANUFACTURING CO., INC.
Dept. 166, 242 W. 69th St., New York 23, N. Y.



814-Bug Remover

A cleaning powder for removing bug splatter from automotive finishes and chrome, packaged in a shaker-top container for easy use, has been announced by E. I. du Pont de Nemours & Co., Wilmington 98, Del. Said to be completely rinsable in water, the powder is also good for cleaning windshields and headlights.

Want more info? Use coupon on page 118 and you will get it!

815-Brake Holder

An electric-type NoRol, a device that prevents roll-back or creep when a vehicle stops on a hill or grade,



has been introduced by the Automotive Division, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

The kit is said to fit passenger

cars with hydraulic brakes and sixvolt electrical systems. Installation is simplified by a universal bracket that permits mounting in a variety of positions and locations. The unit relieves drivers of the necessity of keeping a foot on the brake pedal after a vehicle is halted. Brakes are released automatically when the accelerator is touched.

Want more info? Use coupon on page 118 and you will get it!

816—Battery Testers

Two battery testers for 6- and 12volt batteries, one an open-circuit hand tester and the other a portable cell comparator, have been announced by Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

The open-circuit model is said to check state of charge, reveal bad or failing cells and test voltage regulator. The meter can be held in one hand and shown to the customer. The cell comparator can check batteries before charge, the manufacturer said, and will correct polarity automatically. The unit requires no outside power. Its simple dial can be understood by the customer.

Want more info? Use coupon on page 118 and you will get it!

817-Puller Manual

A service manual that illustrates the use of hydraulic pullers in the maintenance of automobiles, trucks and tractors has been issued by Owa-



tonna Tool Co., 306 Cedar St., Owatonna, Minn.

The manual covers three hydraulic rams with capacities of 17½, 30 and 50 tons. It illustrates the various pullers, attachments and adaptors in each range and includes a number of new items.

Want more info? Use coupon on page 118 and you will get it!

818-Tool Catalog

A 176-page catalog on its line of drills, reamers and other tools has been issued by Whitman & Barnes Division, United Drill and Tool Corp., Plymouth, Mich.

Want more info? Use coupon on page 118 and you will get it!



ECHLIN MANUFACTURING COMPANY . 228 EAST STREET, NEW HAVEN 5, CONN.

THEY'RE OFF MY NECK

at last!"

Wow! I thought customers were tough—I've spent

14 years building the reputation of a top paint shop. But too eften
my men said, "Why in the blankety-blank don't we give better color match,
better blend-in, better gloss?" We do—now—with Martin-Senour
Hi-Solids Lacquer Colors. Now—every man in my paint shop can
turn in a top job every time. And all my men are off my neck
—because at last I've found the secret: it's factory-packaging—

MARTIN-SENOUR SYNTHOL ENAMELS ASSURE YOU OF UNIFORMITY IN

the Martin-Senour way for uniform results every time!

BEAUTY

COLOR

COVERING

DRYING

FLOW

DURABILITY

GLOSS

Full selection of factory packaged colors—clear, clean and ready to use.

Perfect for air drying, baking or hot spray application.

Customer satisfaction is built right into those finishes for over-all refinishing or spot repair.

Your N.A.P.A. Jobber has MARTIN-SENOUR Synthol Enamels

MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging ... the only positive control from Fo 10 Finisher

819-Feather-Edger

A disc feather-edger of thick wool pile and a cone mandrel for use on standard polishers and grinders have been added to the line of Minnesota Mining and Manufacturing Co., 900 Fauguier St., St. Paul 6, Minn

Fauquier St., St. Paul 6, Minn.

The feather-edger has a tapered design that is said to permit up to 30 per cent of the disc surface to be utilized. It has a quick-change slip nut and comes in 6" and 8" sizes. The cone mandrel is designed for grinding and finishing sharp curves and hard-to-reach places, such as fender curves, window moldings, trunk lids and rear-deck panels. It consists of an extension attachment,

sanding head and mandrel.

Want more info? Use coupon on page 118 and you will get it!

820—Starter Switch

An automatic starter switch for many cars with automatic transmissions, designed to engage the starter when the ignition is on and the shift lever is placed in neutral position, has been placed on the market by Automo Corp., 1840 N. Michigan Ave., Saginaw, Mich.

The unit is said to be especially useful when car stalls in traffic, as

The unit is said to be especially useful when car stalls in traffic, as well as being convenient for normal starting, since it is not necessary to use the starter switch. The device



can be installed in about 15 minutes without special tools, the manufacturer said. It can be used on Ford, Lincoln, Mercury, Chevrolet, Pontiac, Oldsmobile, Cadillac, Hudson and Kaiser-Frazer cars, the manufacturer stated.

Want more info? Use coupon on page 118 and you will get it!

821—Exhaust Header

Cast-iron exhaust header systems for Ford V-8 and Mercury, Oldsmobile V-8 models and Ford six-cylinder with overhead valves are now available from Standard Automotev Manufacturing Co., 3401 E. Pico Blvd., Los Angeles 23, Calif.

The cast-iron headers are said to last the lifetime of the car under normal conditions, to prevent excessive heat from developing under the hood and to reduce noise in the driver's compartment. The headers have flange and bolt connections from header to extension to prevent leakage of exhaust gases and to give easy, rattle-free installation on different makes and models.

Want more info? Use coupon on page 118 and you will get it!

822-Rear-View Mirror

A clip-on interior rear-view mirror that attaches to existing mirrors to convert them to wide-angle vision



has been introduced by Atom-Otive Manufacturing Corp., Brooklyn 21, N. Y.

The "See All" mirror head is 2¾" by 10" long. It snaps onto existing mirrors without drilling or screws. It is available in non-glare blue-grey or copper-gold, the manufacturer said.

Want more info? Use coupon on page 118 and you will get it!



823-Valve Manual

The 1953 edition of its Ford valve service manual, containing step-by-

step procedure with illustrations for servicing valves in Fordbuilt motors from 1928 to 1953, has issued by K-D Manufactur-Co., ing Lan-

caster, Pa.
The 18 chapters cover different phases of valve repair, free-type valves, valve grinding

and other operations. Tool chart on the back gives correct tool combinations for each engine. The manual is a handy 5" by 7" size. Want more info? Use coupon on

page 118 and you will get it!



824-Truck Lights

Two heavy-duty stop and rear lights for trucks, designed to give three times the light output of

former models, have been announced by K-D Lamp Co., Inc., 1910 Elm St., Cin-

cinnati 10, Ohio.
A new lens gives intense light from its entire surface, not just from a bulls-eye, not just

KD 8201

the manufacturer said, providing greater visibility and added safety. Model B201 has a universal slotted bracket to fit all bolt centers. Model B200 with the improved lens mounts on two ¼" bolts. Both are of steel construction, measuring 4½" in diameter and 2½" deep.

Want more info? Use coupon on page 118 and you will get it!

825—Axle Catalog

A catalog on its complete line of axle shafts for cars, trucks and buses has been issued by The U. S. Axle Co., Inc., Pottstown, Pa.

The catalog lists axle and propeller shafts for passenger cars through 1953 models and trucks and buses through 1952 models. Separate lists are cross-indexed to show replacements for many popular rear-axle assemblies. Specifications and the



vehicle manufacturers' original parts numbers are included. The catalog is printed in easy-to-read type and punched to fit standard binders for added convenience. It is identified as Catalog 17.

Want more info? Use coupon on page 118 and you will get it!

826-Truck Mirrors

Two series of heavy-duty truck mirrors, featuring additional bracing and special tension grips on the telescoping arms of the housing, have been added to the line of Miro-Flex Co., Inc., 1824 E. 2nd St., Wichita 7,

Model 9800M assembly fits stand-



ard truck models and No. 9900M is designed for installation on cabover-engine models.

Want more info? Use coupon on

page 118 and you will get it!



Ford Discloses the Road

(Continued from page 55)

then building, only he wanted it for a thousand dollars. But a man can buy a one-year-old used car at a price that will compete with any small car. The proof of that is the lack of any volume sales for the small foreign cars that come into this country. The American public wants to get on a highway and step on the gas and go where they are going and do it in comfort-and carry a lot of baggage

with them. We only build the car the public wants.

There is some evidence that trucks are not doing as well as cars at the present time, and I would like to ask your opinion on that. . . .

Crusoe: We think we are rather unique in the industry in having a completely new, modern line of trucks. We do think that the price cuts on the part of competition were caused by the Ford truckto meet the Ford truck competition. Now, so far as our own sales

of Ford trucks are concerned, our dealers stocks now are about a 15day supply of trucks, which, percentage-wise, is a fourth to a half as many as our competition have. One of the big factors, too, in the merchandising of trucks is used trucks. Our dealers' stocks of used trucks are only about a 20-day supply. So, Ford is getting a bigger share of the market with this new line of trucks that we have. Part of the new plants we have built and the expansion that we have talked about is to build more trucks. We are going to get a bigger bite of the apple in trucks.

Do you think that the Ford Division will recapture the No. 1 sales spot this year?

Henry Ford II: We don't have the productive capacity that Chevrolet has. So, as long as you can sell everything you can make, and the market as it is this year, the chances are that we will not be able to do it.

Pass Chevrolet in '55?

How long do you think it will take to match Chevrolet's production and regain that spot?

Henry Ford II: We had it last in '35. You're asking on how long it takes to build plants, press shops and motor buildings and rearrange foundries and get new assembly plants ready. We can guess two years. Maybe Mr. Crusoe would like to add something to that.

Crusoe: I would like to add this: We don't have to match Chevrolet's capacity to beat them. If we had as much capacity as Chevrolet has, we'd have too much. The race is going to be who can sell the cars.

Is the Ford Motor Company conducting experiments now looking toward the application of atomic power to automobiles?

Henry Ford II: We have a fine expert in the person of Mr. Kucher who is in charge of our scientific laboratory. I couldn't answer that question, but I know Mr. Kucher

Kucher: I think, as a result of some of the misinterpretations that have been given to remarks, that the answer should be "No." The problem of application of atomic energy to small power packs for vehicles is in the indefinite future mainly because of one simple control factor and that is the shielding of radiation effects, and the shielding of radiation in the degree that would be required for an automotive or wheeled vehicle is in the neighborhood of probably 20 to 30

•"The OTC HYDRAULIC RAM FROM and PRESS are the best buy live ever made"

CENTER HOLE HYDRAULIC PULLER Makes Tough Jobs Easy



Elmer Lee owns a small garage. Does all types of automotive repair.

"I use the press every day for removing and installing gears, bearings, bushings, pins—I'm amazed at how often I use it.

"I do work on all makes of cars, trucks and tractors," says Elmer, "and the 171/2 ton bench press and Power-Twin ram are the handiest, most versatile tools I've ever owned . . . couldn't have built one as well or as inex-pensively myself."

You, too, can pull 95% of your jobs easily, quickly and without damage to expensive parts. OTC Power-Twin ram eliminates torque, reduces fric-tion—use as portable puller or with open throat pedestal or bench press.

Famous OTC Center-Hole Ram . permits easy adjustment to the work and interchange from push-puller to sleeve puller to bench press . . . a portable power unit.

171/2, 30 and 50 TON SIZES

POWER-TWIN has these advantages:

- . Compact . Light . Universal
- . Versatile . Portable . Powerful
- · Interchangeable · Inexpensive

WRITE FOR FREE OLDER

OWATONNA TOOL COMPANY 306 CEDAR STREET . OWATONNA, MINNESOTA





"BUILDING FOR THE FUTURE ON A 33-YEAR RECORD"

KING QUALITY

SAINT LOUIS 10. MISSOURI

tons of material. So, until we find ways of confining those reactions, we need not anticipate anything startling in the way of atomic energy for wheeled vehicles.

I have three questions: One, does Ford have any plans for going to a 12-volt ignition system? Two, are there any prospects for air-conditioning in the lower-priced cars, and, three, I am curious, personally, on your present production—what is the difference between the automatic transmission and the standard?

MacPherson: It probably won't be this year. I don't think we have any plans for going to a 12-volt ignition. So far, we worked with it a lot. We have made 12-volt systems for some time as special equipment on trucks, but we have yet to find out why we should put it on a passenger car.

Expanding Automatics

Crusoe: First, automatic transmissions. We are currently installing about 35 per cent automatic transmission in Ford cars, which is not near enough to take care of our demand. That's why we are expanding our automatic-transmission production. In addition to that, about 20 per cent of our cars have so-called overdrive, so that over 50 per cent of our cars are presently equipped with premium-type transmission, the overdrive or the automatic.

As far as air-conditioning in low-priced cars is concerned, air-conditioning is available for low-priced cars, but not at a low price. Air-conditioning for low-priced cars runs six to seven hundred dollars, and we are a long ways away from a small, low-priced unit.

Can you tell us what plans you may have for building a sports car like the Chevrolet Corvette?

Henry Ford II: We haven't got any specific plans at the moment, and we are trying to keep our eyes open and alert to what possibilities exist in the different types of automotive products, but as of the moment, we haven't got a specified plan.

One of the things we don't know about the Ford Motor Co. are your year-by-year sales and earnings, and I wonder if you will enlarge your Archives to give us that.

Henry Ford II: We haven't any plans to reveal those figures as of this moment. I am sure the day will come, and even in the not-toodistant future, when we will reveal those figures, but at the moment we have no plans to.

Mr. Williams said that sales this year will probably run between 6,800,000 and 7,100,000 units, both on passenger cars and trucks. I wonder if he would break that down between passenger cars, for the first half and the second half

Walker Williams: As far as we are concerned, we will do more the second half than we do the first half. I think of the six million eight to seven million one, that passenger cars will run about five million five, to maybe five million

seven, and trucks, a million three—you can take your choice, between six-eight and seven-one, but both of them, let me say again, are good volumes, and it will be the second biggest year.

When do you think you will be using gas turbines in your car?

MacPherson: It's pretty hard for anybody to predict, except to say when the cost of the thing is down where it should be and when the efficiency is up where it should be, we will be thinking about using it.

World Bestos

Brake Lining Engineered for HIGH HORSEPOWER CARS

New cars with higher horsepower and automatic transmissions require more stopping power... often call for different brake frictions and sizes on front and rear axles. World Bestos linings (both Dry Mix and Wireback) are now engineered to give that extra stopping power! WB uses seven different frictions to meet passenger car requirements alone... and all WB passenger car lining will be packaged in single axle, 4-piece sets to simplify stocking and handling.



"PRESCRIBED FRICTION" SETS
For passenger cars, commercials, taxicabs, trucks. A Dry Mix lining engineered
for each specified vehicle. Also undrilled
"PPF" Sets for bonding.



"GRID LOCK" MOLDED SETS
Wireback molded linings for all popular
passenger cars, commercials and trucks.
Also undrilled "PGL" Sets for bonding.

Also complete line of Brake Blocks for all types of Trucks, Trailers, Buses and Coaches.



Why Are Motorists Loyal to a Firm? Here Are Some Tips on the Reasons

A RECENT survey on service-station and gasoline-brand loyalty by E. I. du Pont de Nemours and Co., Inc., can give some pointers to all automotive shops on some of the reasons for customer loyalty and how it might be cultivated.

The report showed that 77 per cent of the motorists in the United

States have a favorite brand and usually buy it, while 66 per cent buy it exclusively.

In spite of this loyalty to brand, one half of the customers would remain loyal to their favorite service station even though the brand were changed. The primary reason given was "service is more im-

portant than brand." Other reasons were friendship for the dealer and convenience of location of the station.

When the motorists were asked why they bought a particular brand of gasoline, a large number of them mentioned the quality of the gasoline and the performance of the car when it was used.

Also high on the list of reasons mentioned was the friendly, reliable service they associated with

a particular brand.

A total of 28 per cent said there are some brands of gasoline they would not buy, primarily because they thought the particular brand was not good quality or was harmful to the motor. However, in analyzing the rejection of gasoline, 181 brand names and three brand groups received some mention as "a brand I would not buy."

The reasons given for not buying were almost entirely reasons of belief rather than reasons of fact. People "believe," "think" or "have heard" that certain gasoline brands are of poor quality. It is quality belief that separates acceptable from unacceptable brands in most cases, not actual experience.

Although the survey dealt only with gasoline brands, some of the buying patterns and reasons for buying undoubtedly apply to other automotive purchases.

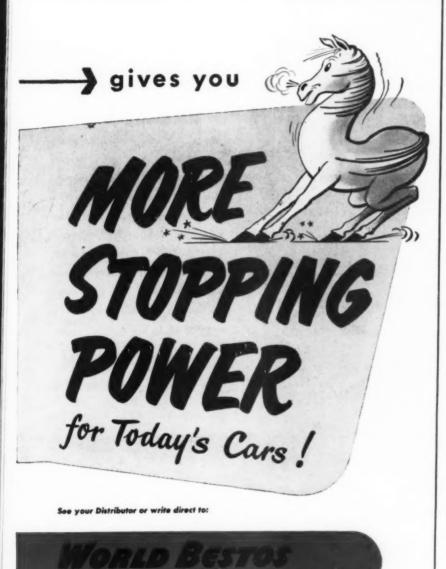
Shops which make an effort to give extra service to the motorists, to be friendly and to explain the good features of the products they handle may find an increase in customer loyalty.

AP Parts Increases Sales Territories

Two sales territories have been created by The AP Parts Corp. as part of its expansion program. One includes Arkansas and parts of Kansas, Missouri, Oklahoma and Texas. The other covers parts of Kentucky, Missouri, Iowa and Illinois.

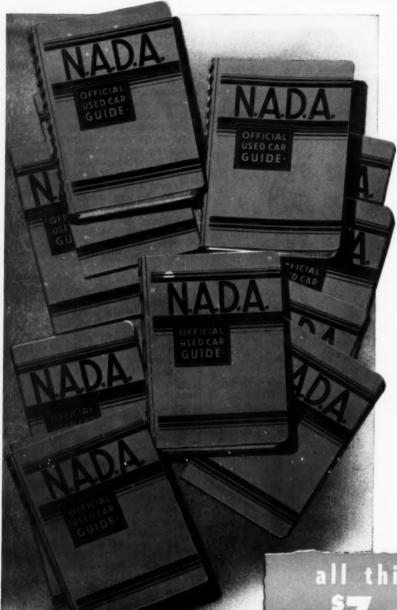
Jack I. Pope, St. Louis, has been promoted from territory representative to take over the new Southwestern territory. Henry A. Nichols has been transferred from the Richmond, Va., area to manage the other new Southern territory.

Howard Price has been promoted to territory manager of the Maryland-Virginia area and H. C. "Skip" Stivers is now territory manager in the Texas-Louisiana area for the company.



The only 30 Day appraisal service:

YOU NEED THIS SERVICE TO KEEP ABREAST OF FAST CHANGING MARKET CONDITIONS



Monthly issues of the N.A.D.A. Official Used Car Guide supply current values and all other data you need. You receive quarterly wire-o-bound issues of more than 250 pages, with supplements for the intervening months to keep you up-to-the-minute on continuously changing figures and facts.

You get up-to-date average retail, average loan, and average "As-Is" values; insurance symbols, factory delivered prices, motor and serial numbers, and also illustrated motor and serial number locations, model identification and mechanical specifications and standard factory equipment. In addition, average loan and average retail values on most trucks up to 16,000 # G.V.W.

Here's all the information you need at your fingertips.

all this for only **\$7** per year

QUANTITY PRICES ON REQUEST

published by

NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE COMPANY

1026 17th Street, N. W.

Washington 6, D. C.

Correcting Engine Surge On 1953 Chevrolets

THE following information on changes in ignition timing and carburetion in 1953 Chevrolet passenger cars was contained in a recent issue of Chevrolet Service News:

To eliminate some reports of combustion chamber rattle and engine surge, the following changes have been made in ignition and carburetion in the 1953 passenger-car engines:

Combustion Rattle

The ignition timing has been changed from upper center to 2° after upper center. In production, timing is being set 7/32" after the timing ball until changes in location of ball in flywheel can be made. Setting timing 7/32" after the timing was started with the following engine numbers: LAA 283230 at Flint and LAQ 117209 at Tonawanda.

If during new-car conditioning or tune-up a check of timing shows ball between letters UC, the timing should be changed to 7/32" after the ball. If ball is observed to be after the letters UC, then time engine to ball.

Engine Surge

To overcome engine surge at 25-30 mph part throttle on float or at 40-25 mph on an overrun which can be caused by too much vacuum advance and/or by a slightly lean carburetor, the following changes were also incorporated:

The vacuum advance at part throttle was retarded slightly by a change in the location of the spark advance holes in the carburetor. In addition, the connector link on the vacuum spark control assembly was changed to incorporate a stop at 15° instead of 20° as formerly used. Change in the link was started in production with the following engine numbers: LAA 391110 at Flint and LAQ 178807 at Tonawanda.

In addition, identification of these links may be accomplished as follows:

 15° advance link is stamped "845."

20° advance link is stamped "774."

Carburetion was enriched slightly by the installation of 7005422 main well and power valve support assembly.

Field complaints on vehicles produced before the above men-





Yes, you can easily repair most punctures in the new tubeless tires without even taking them off the wheel. Simple to use. Just press gun nozzle down over the puncture and turn the handle. Puncture is filled with PLUG-IT gum rubber.

Tirepair Kit

PLUG-IT Tirepair system provides double protection from punctures. Stops air leak from the inside, protects cords from moisture and dirt from the outside. Used and approved for service by leading manufacturers of tubeless tires.

Also An Indispensable Aid In Standard Tire Service



"Always fix the casing too, even nailholes!" . . . It's essential service to prevent blowouts and save tires, and also a fine way to make extra profits. PLUG-IT Tirepair Kit enables you to handle those "minor" tire casing troubles—with minimum time and

PLUG-IT method effectively seals nailholes on the tread and many other small breaks . . . also makes a good repair for loose cords inside casings. Easy to use, injects PLUG-IT gum rubber into the break under pressure for a quick, complete, repair. Drop us a line today—your Bowes Distributor will bring you full information without obligation.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, INDIANA
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA

tioned engine numbers may be corrected in the following manner:

Travel on the 20° vacuum spark advance link stamped "774" may be limited by inserting a \(\frac{1}{2} \)" cotter pin in the slot in the link. Ignition timing may be retarded at the distributor as necessary to meet the individual requirements and in some cases it may be necessary to install a 59 or 60 main metering jet in the carburetor if it is running slightly lean.

Servicing 1953 Chevrolet Hydraulic Steering

TIPS on servicing the hydraulic steering unit used on some 1953 Chevrolet passenger cars was included in a recent issue of Chevrolet Service News:

Hydraulic steering maintenance can be covered in three categories that generally will include any complaint on the operation of the unit. These three categories—leaks, noise and hard steering—if properly handled will correct the majority of complaints that may be encountered regarding this unit's operation.

Cleanliness is a highly important factor in the service of the power steering unit. If dirt enters the hydraulic system, it will cause noise, leaks or improper operation. A good example of the improper operation due to dirt would be sticky plungers covered in this article.

So when working on power steering unit be sure to completely clean the outside before disassembly. Be sure the bench is free of dirt, then lay the parts on clean paper. Careful thought to cleanliness while disassembling and reassembling the power steering unit will prevent having a disastified owner and a job that must be done over.

Leaks

If the complaint is oil loss in the power steering unit, the following steps should be performed: First, wipe the complete unit dry. This includes the pump, hoses, gear housing, power cylinder and control valve assemblies. Then fill the reservoir, start the engine, operate the steering unit and observe where the leak occurs. The position of the leak will then give an indication of the cause.

If the valve cover seal is faulty there will be leakage at the horn wire location on mast jacket. If the "O" ring seals (between the housing and the valve body or between the cover and the valve body) are leaking, the evidence will appear at the joint of these parts.

Another possible place for leakage would be at the pump, involving either the reservoir to pump body gasket or the pump drive shaft oil seal. In the case of pump leakage the repair is fairly simple, requiring very little time to replace either the seal or the gasket. On the other hand, leaks in the steering unit require, in every case, removal of the unit from the car and replacement of the offending seal.

One of the major causes of leaks in any unit is improperly installed seals. In this category, if a worm bearing seal were cocked in installation, the seal could not do its job. These worm bearing seals are rubber coated so special care must be taken to clean the bore and install the seal so that this cover will not be damaged. These seals could also be damaged if not protected from the threads on the worm shaft. However, damage to seals can also come from other conditions. If the "O" ring seal grooves in either the valve cover housing or the steering gear housing have sharp edges, then cutting of the "O" ring seals will occur with the possibility of a resulting leak. As correction, sharp edges should be removed with a fine stone and new seals installed.

Noise

When the complaint is excessive noise it is sometimes hard to isolate the sound. So here is a quick check to determine whether or not the steering unit is at fault. Simply disconnect the pump drive belt and operate the car. If the noise is no longer present, then make the power steering unit your next check. Another good thing to remember is never diagnose a power steering complaint without first checking fluid level and drive belt tension. Either may cause noise and malfunctions which could conceivably be blamed on the steering unit. When checking fluid level, be sure bubbles are not present in the fluid. If bubbles are found, the bleeding procedure outlined on page 7 of the 1953 Power Steering Manual should be performed.

Another cause of noise in the pump can be a sticky relief valve which will produce a buzzing sound. This can be determined by checking for excessive pump pressure with oil pressure gauge, tool J-5176.

Obstructions in the hydraulic system will also cause a noise. For instance, a slight burr on the edge of one of the valve spool lands or a hose restriction will cause a noise on turns. Removal of the burr with a fine stone or replacement of the hose will be necessary for correction.

If belt noise, possibly accompanied by a knock or steering wheel oscillation, is present on extreme turns, it's a good bet that

improper pump belt tension is the cause.

Hard Steering

Plungers, sticking as a result of dirt in the system, have been found to be a cause of hard steering as greater effort is required to reposition the spool and bring the power steering into operation. The repair will be a complete cleaning of the hydraulic system. A pump relief valve stuck in the open position or an improperly shimmed relief valve can be the

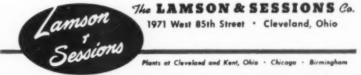


Quality FASTENERS

The repair jobs you do are only as good as the nuts and bolts you use. Fastener failure inevitably reflects upon your repair work and leads to dissatisfaction among your customers.

So always play safe. Specify Lamson & Sessions automotive fasteners when you order from your jobber.

They're "right" from every standpoint.



WORLD'S LARGEST MANUFACTURER OF AUTOMOTIVE FASTENERS

cause of hard steering as there will be zero pump pressure. This can easily be checked by using oil pressure gauge J-5176 to ascertain the situation.

Several Waco Companies Damaged by Twister

There was a relatively high rate of damage among automotive wholesalers in Waco, Texas, as a result of the tornado that smashed a part of that city on May 11, with five automotive establishments be-

ing destroyed or temporarily put out of business.

According to the best information available a week after the disaster, there was no loss of life among personnel and not even an injury, but the tornado took this toll of physical equipment:

McDonald Auto Supply, in the vortex of the storm, completely destroyed.

Joe L. Ward Co., left partially standing, but building condemned.

Higginbotham Hardware Co., with an automotive division, ex-

tensive stock loss due to deluge of water entering through damaged roof.

Waco Automotive, also in the storm center, completely destroyed.

Bounds and Harp, front blown in and roof taken off by storm.

Cogdell Auto Supply, glass front blown out and damage to roof.

Purvis Automotive suffered perhaps the least damage among jobbers located in or on the edge of the storm's path. George Purvis said he and his personnel opened their doors and took refuge in the rear of the store. When the storm was over, this firm had not even lost its sign.

Although later developments may revise these estimates, there was no indication of hopes for improved reports, according to Purvis, who was the source of information on tornado damage.

At press time it was not known exactly when the heavily-damaged firms would be able to resume relatively normal operation.

Dallas Paper Salutes Better Monkey Grip

BETTER Monkey Grip Co., Dallas, Texas, was featured recently in a full-page article in a local newspaper as an example of how the free-enterprise system makes possible the growth and success of individual businesses. The article was one of a series.

L. M. Everett bought the firm, which makes automotive rubber products, in 1937, when it had only six employees and was operating in a garage building at Arlington, Texas.

Today the firm occupies 54,000 square feet in its own building at Dallas, Texas. It employs 140 people there, plus a sales force of more than 60 representatives. Operations in 1952 grossed over \$1,500,000 and the company expects to raise this figure to more than \$2,000,000 in 1953, according to T. H. Everett, general sales manager.

Hollingshead Builds Plant

R. M. Hollingshead Co. has announced plans for the construction of a \$750,000 plant at Sunnyvale, Calif., for the manufacture of its chemical products. Completion of the building is scheduled for early 1954. It will service the 11 western states.



Bearing Manual gives you valuable information on

bearings, their care and replacement . . . also causes



"New Pep! New Power! New Improved Performance!" That's the action-packed theme of our brand new national consumer advertising campaign . . . a campaign designed expressly to help you make more money with your "Head-On" Carbon Blaster.

Yes, take a good look at these first four "Carbon Blast Tune-Up" ads. They're beamed to the self-interest of millions of performance-minded motorists... your best service customers! And they're based upon these well established facts: (1) In just 10,000 miles of operation, the average car's engine loses 11.7% of its original torque due to accumulation of combustion chamber deposits. (2) This rapid and inevitable loss of horsepower can only be overcome

by periodic removal of these objectionable deposits. And (3) thousands of progressive automobile service garages are now equipped with Kent-Moore "Head-On" Carbon Blasters . . . a revolutionary new machine that enables them to blast-clean combustion chambers without removing cylinder heads. An amazing new service operation that actually restores "lost" pep, power, performance to any car's engine!

So if you already own a "Head-On" Carbon Blaster, make sure it's in tip-top shape . . . ready now to ring up new profit records for you. And if you're not yet equipped to perform Carbon Blast Tune-Up Service, call in your nearest Kent-Moore Equipment Distributor . . . order your Carbon Blaster today!

KENT-MOORE

5-105 General Motors Building . Detroit 2, Michigan



Engineers and Manufacturers of Special Automotive Service Tools and Equipment



NEW "PARTIS" PLAN ABOR for "Head-On" Carbon Blaster Owners! Contains complete information on a brand new promotional program developed to help you tie in locally with the national "Carbon Blast Tune-Up" consumer campaign. Send for your FREE copy today!

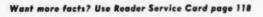
INDEPENDENT

Help yourself 44 Big Helps

offered by your CHEVROLET DEALER...

your partner in service

/CHEVROLET



SERVICEMEN ...

to these

A well-balanced stock of genuine Chevrolet parts

that

Help raise your service efficiency

and

Help increase your customer satisfaction

plus

Expert help in solving your service problems!

YOUR CHEVROLET DEALER IS READY, WILLING AND ABLE TO GIVE YOU ALL

Advertisements in LIFE provide another help for you!



GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

Correcting Valve Noise Caused by the Lifter

When a noisy valve is caused from hydraulic lifters, frequently it is not a stuck or damaged lifter that is the difficulty but trash, metal or some foreign matter under check ball seat. This prevents it from holding oil pressure.

Speed up engine to around 900 r.p.m. and hold down on valve spring, relieving spring tension on



push rod for about 15 seconds. Often the oil pressure will flush the foreign matter from lifter.—
V. F. McCarter, service manager, Good Motor Company, Rock Hill, South Carolina.

Removing Spark Plug From 1953 Lincoln

WHEN 1953 Lincolns are equipped with power steering, the rear plug on the left bank, the No. 8 plug, is almost inaccessible unless one knows the proper trick.

The short cut is to get under the fender and look for a hole which has been provided in the sheetmetal. With plug socket and the proper extension, it is possible to remove and replace the plug

through the hole, saving a lot of time and temper.—R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.

Making Quick Check Of Battery Cells

WE MAKE a fast battery check that often has resulted in the sale of a new battery:

If a short-circuiting cell is suspected of indicating a weak battery, look into each individual cell while the starter is engaged. The electrolyte in the short-circuited cell will boil furiously.

Caution: Don't get too close as batteries sometimes explode.—
Henry Josephs, Box 22, Gardenville, Pennsylvania.



When Removing Broken Axle Flange Studs

To remove broken truck axle flange studs, take a 7/16" drill and using axle flange as guide, center the stud, drilling only a fraction as a starting point for 1/4" drill.

With the ¼" drill, drill through stud. Then take an easy-out and run the stud out. — Richard B. Dennis, Route 2, Mount Gilead, North Carolina.

When Repairing Cracked Clutch Release Arm

On LATE-MODEL Mercurys when clutch release arm cracks around its hub and a new one is not available, it is possible to make a quick and permanent repair.

Close the crack with vise pressure and weld a reinforcement a-



long the edge of the arm as shown in the sketch. A piece of ½" square stock or a part of an older-model axle key is good material to use at this point. — R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.

Adjusting Brake Lining On Recent Chryslers

Major brake-lining adjustment on some late-model Chryslers is not easy because the drums have no slots for feeler gauges. We made a dummy drum with slots cut in it and slotted the outer ends of the anchor bolts with a hack-saw to enable us to adjust the anchor bolts from the outside with a screwdriver, saving us from having to take the drum off after every trial setting with the feelers.

Even this was far from perfect because the offset screwdriver slipped often and widened the slot in the bolt, because of the good fit of this bolt.

We finally found the solution in a tapered-thread lock nut, not one specifically designed for this purpose. After it has been screwed into the anchor bolt and locked, the anchor bolt can be turned to the desired position. Afterwards the lock nut can be retightened and left in place, instead of the castellated nut.—Heinz Landauer, P. O.

Box 10265, Tampa, Florida.

Priming the Pumps On Window Lifts

When the pumps on hydraulic window lifts have been reassembled after cleaning or other repairs, a great deal of difficulty is experienced sometimes in getting them to pick up their prime. An excellent way to avoid this trouble is to use castor oil as a priming agent, coating the pump parts with it as they are assembled.

After pump is assembled, it is good practice to stand the unit in a vise with pump uppermost and fill the suction pipe with castor oil, using a battery to rotate motor and pump in short jerks until oil has been sucked in the pump.

After that has been done, the unit can be placed right side up, the reservoir filled with the proper fluid and installed on pump. A running test can then be made before unit is installed on car. — Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.



Pennzoil—accepted from coast to coast as the sign of quality motor oil—offers you a ready market for the complete line of Pennzoil products.

Pennzoil quality satisfies the most exacting customer, answers every lubrication need. It means a fast-selling, low-investment "one-brand" lubrication inventory. And proved Pennzoil merchandising programs, together with consistent nationwide advertising, create extra profit opportunities by developing new customers—steady customers.

Don't miss these profits! Get the facts from your nearest Pennzoil distributor or write us for his name today.

THE PENNZOIL COMPANY . OIL CITY, PA.

Removing Brake Shoes From Chrysler Cars

When the special plier is not immediately available to remove ring or "U" lock that holds brake shoes on Chrysler cars, make a small notch with a center punch on the edge of the groove that holds the ring.

This will keep it from turning and when tapped on the other end, it will spread and slip off. This also applies to the "U" lock on end of axle on Chevrolet and Buick Cars. -C. Kernaghan, 2324 Harris, Independence, Missouri.

Installing Rear Shocks On Some Automobiles

Here is the way we save a few minutes when installing the rear shocks on some Hudsons and Pontiacs:

Some of these shocks are mounted at the top between two pieces of plate on each side of the bushings. When installing new bushings they can become a headache to get

between these two pieces of metal.

We use two old 11/8" wheel-cylinder pistons. Start the bushings into the end of the shock. Wet with brake fluid. Put one wheel-cylinder piston on one side and one on the other. Then place them in a vise and squeeze them up into the shock opening fairly tight. Then let the vise off and they will slide into the gap easily.—H. M. Treadwell, 1034 Columbus Street, Macon, Georgia.

Changing Outside Tire Without Using Jack

When a truck rolls in with a flat on a rear outside tire, we don't bother jacking up the rear end.

By running the inside back wheel up on a two-by-four block of wood about two feet long, the outside tire can be removed quickly.—Harry J. Miller, 708 West 48th Street, Sarasota, Florida.

Prolonging the Life Of Wire Brushes

THE wire brush on your bench grinder will last longer and clean better if you follow this simple step:

Turn the brush around once in a while.—W. T. Laurence, Route 60, Rainelle, West Virginia.

Checking for Leak In Head Gasket

A LEAK in a head gasket can be spotted quickly by adding two spoonfuls of washing bluing to a cup of permanent-type antifreeze.

Pour the mixture into the radiator and tie a piece of white cloth over the tailpipe. Run the engine. The bluing will color the cloth if the gasket leaks. It will also help locate the spot in the gasket.—Harvey Muller, Box 6, Danboro, Pennsylvania.

When Removing Buick Hydraulic Lifters

To FACILITATE removal of Buick hydraulic lifters, try this method:

Pour a little paint thinner across the push-rod seats and allow the varnish deposits at the top of the lifter bores to dissolve for several minutes. — Thomas J. Leary, Kelly Pontiae, Baltimore, Maryland.





Best of all replacement armatures

THE VMC SYSTEM, STATION D ATLANTA, GEORGIA

THROUGH YOUR JOBBER



THE LADY WITH THE SHADED EYES ...

This gal is happy . . . she drives in new comfort.

Some salesman is happy

... he made extra money.

The lady drives with her eyes shaded from the glare of sun and sky, because an alert salesman showed her E-Z-Eye with the *shaded* windshield.

Your customers are reading about E-Z-Eye in TIME, The Saturday Evening Post, Collier's, The New Yorker. One half a million are already driving "in the cool, clear shade", and with the protection of E-Z-Eye Safety *Plate* Glass.

E-Z-EYE is a special blue-green glass made in two forms: Shaded has a darker band across the top and is used in windshields; unshaded is for side and back windows. Shaded windshields cut sky glare and reduce the blinding effect of driving against the sun. E-Z-Eve absorbs solar energy, keeping passengers cooler in summer. It is available in all General Motors cars.

So, do your customers and yourself a favor . . . sell E-Z-Eye Safety *Plate*.

When you sell cars

you'll make extra commissions by selling the E-Z-EYE option.

When you replace glass

you'll turn routine jobs into extra profit by selling E-Z-Eye.

E-Z-EYE
SAFETY O PLATE

ALL L.O.F SAFETY GLASS IS GRADE-MARKED If the word PLATE isn't etched on car windows, they aren't safety Plate glass.

E-Z-EYE SAFETY PLATE

with the shaded windshield

Reduces Glare, Eyestrain, Sun Heat

LIBBEY-OWENS-FORD GLASS COMPANY, TOLEDO 3, OHIO

AUTO-LITE Bull's-Eye

Here's why it's easier to sell Bull's Eye . . .

Auto-Lite Bull's Eye is guaranteed to burn even when lens is cracked or broken.

Auto-Lite Bull's Eye concentrates more light into main driving beam.

Auto-Lite Bull's Eye is sealed under 9000 lbs. per square inch pressure to keep moisture and dust out.

Auto-Lite Bull's Eye is specified as original factory equipment on leading makes of cars and trucks.

Auto-Lite Bull's Eye is backed by national magazine, television and radio advertising.

Order Auto-Lite Bull's Eye Lamps from your Jobber Today!

From coast to coast Auto-Lite dealers are reporting Auto-Lite Bull's Eye sales at an all-time high. Car owners are switching to the lamp that won't BLACK OUT. So be sure you're handling this distinctive original equipment lamp . . . boost your sales and profits! Order from your local Auto-Lite jobber today or write to

THE ELECTRIC AUTO-LITE COMPANY

Taledo 1. Ohio

Torento, Onterio



SEALED TIGHT - STAYS BRIGHT . . .

Sales at All-Time High

...because car owners want the lamp that won't black out!



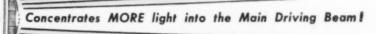
Ordinary lamp blacks out when the lens is cracked or broken



Auto-Lite Bull's Eye keeps burning even when the lens is cracked or broken

The Auto-Lite Bull's Eye is the only lamp that provides double safety. First, nothing but a metal-back sealed beam unit like the Auto-Lite Bull's Eye continues to burn even when the lens is cracked or broken. All other types black out at once . . . the Auto-Lite Bull's Eye continues to give light. The second safety feature . . . the exclusive Bull's Eye concentrates more light into the main driving beam, for easier, safer driving.

BUILS-EVE MAKES THE DIFFERENCE



TUNE IN "SUSPENSEI" . . . CBS RADIO MONDAYS . . . CBS TELEVISION TUESDAYS

ONLY AUTO-LITE MAKES THE BULL'S EYE



no brushing Metalclene is made under an exclusive Bendix fermula. There are many copies, no scraping but there is no substitute. When you order, e sure to specify and get the original no heating Bendix Metalclene.



Just Dip 'em in Dirty - Pull 'em out Clean

BENDIX PRODUCTS DIVISION of

SOUTH BEND 20, INDIANA

dix International Division, 72 Fifth Avenue, New York 11, N. Y.



bring relief from sweltering heat right up to the work!

Here's a portable man-cooler that puts a torrent of fresh air right up to the work-keeps mechanics cool under the hottest conditions.

Reed PORTABLE AIR CIRCULATORS

Make your shop a better place to work in this summer-with the new Reed RTS-30 Port-O-Vent Fan. Write today for details

Two-speed and reversible, closemesh wire guards both sides, heavy-duty construction, superquiet, mounted on hard-rubber swivel casters.

Reed Unit-Pans, Inc., 1001 St. Charles Ave., Dept. J-6, New Orleans 8, La.

Please send me detailed information about the Reed Portable Air Circulator.

Jobber News

(Continued from page 69)

Kingsport, Tenn.-"During the first four months of this year we found that collections were very slow. This applied to all accounts. This trend was not noticed until March. Although the collections were slow the first two months, we felt that this was a seasonal lapse. Our April collections have picked up and we feel that we are improving because of a different approach to this phase of the businoce "

John D. Gift, owner, Dunbar Motor Parts Co., Dunbar, W. Va .-"Collections have been tougher. More credit is asked and payments are slower."

Among those who reported that collections were easier during the first four months of 1953, or at least no harder, were:

Keenan Auto Parts Co., Albany, Ga .- "Our average collection percentage for 18 locations for the first four months of this year is about the same as last year."

Robert E. Kirkland, Jr., general manager, Barnes Motor & Parts Co., Wilson, N. C .- "Our collections have been better the first four months of this year. One reason, however, is the fact that we have made our credit policy more rigid in anticipation of poor collections this year. In our immediate area it will be next fall before we will experience any real change in collections if it is to come-due to crop conditions."

A. E. DePew, owner, DePew's Auto Service, St. Cloud, Fla .-"Collections about the same."

Ivey W. Stewart, Jr., president, Stewart Supply Co., Inc., Charlotte, N. C .- "We have found that we have less total past-due money than this time last year but what we have is spread out among more small accounts. Collections, generally, are good."

G. N. Lockridge, president, Kansas City Auto Supply Co., Kansas City, Mo.-"We never carry more than 32 days on our books at the end of the month. Our credit loss was 1/60 of one per cent in 1951 and 1/30 of one per cent in 1952. Credits are excellent and always will be if you confine your sales to people who make a good statement."

Ray E. Houk, manager, Motor Supply Co., Oklahoma City, Okla. -"Our collections have improved but it is because we are checking our accounts more closely."

A typical session of the sales training program that Walker Manufacturing Co. of Wisconsin has conducted for all members of its wholesale division sales organization in recent weeks is shown here. A series of two-week conferences was held at the home offices in Racine. At head of table are (l. to r.): John L. Engels, vice-president and manager, wholesale sales; Jack Sherwin, sales training director, and T. F. Hall, vice-president, who is in charge of public relations and promotion.

William Woehler, owner, Yoakum Auto Parts, Yoakum, Texas.— "Collections the same as in 1952."

C. W. Lancaster, general manager, Plant City Auto Supply, Plant City, Fla.—"We have closed out all small accounts and only have good ones and have no troubles along the line of collections. Our sales are increasing, for which we are thankful. We believe that the customer is nearly always right. Our treatment has meant lots to our business as we started small."

R. A. "Dick" Nix, manager, Jenkins Automotive Parts Service, Columbia, S. C.—"We have found that collections stay on an even keel, being no tougher or no easier. We have a fine system for collections but we have to keep it a secret because some of our manufacturers might try it on us and then it would be rough."

A more serious comment on how to collect past-due accounts was made by another South Carolina jobber who was not included in this particular survey but who talked with SAJ editors on a recent field trip.

This jobber has his salesmen do the collecting. He gives them duplicate copies of each invoice. If an account indicates that he can't pay immediately, the salesman takes out the duplicate copy of the invoice, turns it over and—in the presence of the customer—makes a notation of when the customer expects to pay and the reason he gives for not paying at the usual time. The salesman then returns the duplicate, with the notation, to the office.

If payment is made by the time indicated, nothing more is said to the customer, of course. But if the payment is not made by the indicated day, the office gives the duplicate invoice to the salesman and he makes another call.



Available at All Leading Jobbers

MELLING TOOL CO.

JACKSON,

MICHIGAN

If the customer indicates that he still can't pay, he's actually arguing against his own former statement, rather than against a salesman. The duplicate invoice, with its original notation made in his presence, is a forceful reminder to him of his promise to pay by that

If a good account can't pay because of some real emergency or unforeseen event, he may be granted an extension. In this case, the salesman makes a second notation on the back of the duplicate invoice, again in the customer's presence.

If the man has to be put on a cash basis, there is less hard feeling. The notations are tactful reminders to customers who have not fulfilled their promises to pay by a given date.

Lee Meriwether Improves

Lee W. Meriwether, president of Genuine Parts Co., Montgomery, Ala., returned to his home last month after a week's stay in a hospital after suffering a heart attack. He was reported improving.

Nu-Way Will Handle "Care" Promotion

Nu-Way Automotive System, Inc., Columbus, Ohio, has been appointed the official agent of the Industry-Wide Program Division of Automotive Advertisers Council in the promotion of the "Get It from Your Jobber" and "Care Will Save Your Car" programs.

The organization will assist jobbers in the development of local advertising programs and in the planning and scheduling of "Care" meetings for the trade, as well as representing the program at national and regional shows.

Lee Names Oklahoman

Kline-Porter Co. of Oklahoma City, Okla., has been appointed Southwestern representative for Automotive Equipment Manufacturing Co., Lynwood, Calif., manufacturer of Lee end lifts.

"We have added Bars Leak to our lines," Owner L. W. Chambers, Chambers Automotive Supply, Princeton, W. Va., reported.

ACE MOLDED TIRE REPAIR PATCHES

(Self-Vulcanizing)

Make This Simple Easy Test for Yourself to Prove the Unsurpassed Flexibility of the Ace Tire Repair Patch:



- Repair unit built from new high-grade rubber.
- · High tensile cord fabric
- · Patch cured and processed at one time.
- · Patch facing integral part of patch.
- Separation of patch from facing impossible.
- · Patch has cured feathered edge.
- and flexible.

- 1. Remove Holland Clothcoat tacky side with talc or dust.
- Grasp the patch between thumb and forefinger, and , fold the patch over double (like illustration).
- 3. Let go of the patch with thumb and forefinger simultaneously and watch the patch snap back into its original flat shape.

Cord plys laid in at the same angle as plys in the tire. Flexes with tire giving it longer life.

Little effect on Tire Balance and will not cause pounding or shimming.

The ACE line is complete!

Catalog-Prices-Sample on Request-Write-

Petch light-weight, strong ACE RUBBER COMPANY DALLAS TEXAS

SALES REPRESENTATIVES:



In America's Most Romantic City ...

The South's Largest and Finest Hotel

OF NEW ORLEANS

For pleasure, business or conventions . . . New Orleans is the most intriguing city to visit. Old World charm and frivolous gaiety combined. In the midst of New Orleans activity, the new JUNG HOTEL is the favorite of visitors. Modern throughout, comof visitors. Modern throughout, com-pletely air conditioned, luxuriously furnished and appointed, selective radio and television system, ice water and servidors... the JUNG is the latest in modern hotel living.

For your evening entertainment . . . dining and dancing in the magnificent Cotillion Room to nationally famous orchestras and sparkling floor shows . . food features are New Orleans specialties and authentic French

A beautiful new Coffee Shop and Cocktail Lounge are additional attractions for your enjoyment. A wealth of pleasures is yours . . . at the JUNG.

AFFILIATED NATIONAL HOTELS

marronat north
ALABAMA
HOTEL ADMIRAL SEMMES Mobile
MOTEL THOMAS JEFFERSON . Birminghom
DISTRICT OF COLUMBIA
MOTEL WASHINGTON Weshington
INDIANA
MOTEL CLAYPOOL Indianapolis
LOUISIANA
JUNG HOTEL New Orleans
MOTEL DESOTO New Orleans
NEBRASKA
HOTEL PAXTON Omehe
NEW MEXICO
HOTEL CLOVIS Clovie
SOUTH CAROLINA
HOTEL WADE HAMPION Columbia
TEXAS
MOTEL STEPHEN F. AUSTIN Austin
HOTEL EDSON Beaumont
HOTEL BROWNWOOD Brownwood
HOTEL BAKER
HOTEL TRAVIS
MOTEL CORTEZ
MOTEL BUCCANEER Galveston
HOTEL GALVEZ
MOTEL JEAN LAFITTE Galveston
CORONADO COURTS Galveston
MIRAMAR COURT Galveston
MOTEL PLAZALarede
MOTEL LUBBOCK Lubbock
MOTEL FALLS Martin
HOTEL CACTUS San Angele
MOTEL MENGER Son Antonio
ANGELES COURTS San Antonio
ANUTIES COURTS 300 Amenie
ANGELES COURTS San Antonia



VIRGINIA MOTEL MOUNTAIN LAKE . Mountain Lake MOTEL MONTICELLO Norfalls

AFFILIATED NATIONAL HOTELS

Wayne Bull of San Antonio Heads Up 1955 SW Show to Be Staged There

WAYNE Bull of the Wayne Bull Auto Parts of San Antonio is the new president and the Mission City will be the site of the next Southwest Automotive Show in 1955, according to action of the show board in a called meeting in Dallas on May 8.

Tentative dates selected were March 31 through April 3, but dates are subject to change, according to an announcement by Helen Bumpus, who has been retained as secretary.

She said the board took no further action on a proposal to move the show offices from Dallas to

B. T. Scofield, Johns-Manville Sales Corp., both of Houston; Jack Porter, Kline-Porter Sales Co., and H. J. Vanhook, Van's Auto Supply, both of Oklahoma City; John Bales, John Bales Auto Supply, Fort Worth; Joe N. Greiner, Greiner Auto Parts, New Orleans; R. L. Sanders, The Automotive Supply, Amarillo, and W. F. Barbee, Voss-Hutton-Barbee F. Barbee, Co., Little Rock. Only absentee was W. Y. Caldwell of Champion Spark Plug Co., Dallas.

Miss Bumpus was to spend some time in San Antonio last month to investigate facilities and arrangements for the 1955 show.

"We have been doing a tremendous business in plastic pipe for many months," G. K. Linkous, owner of Link's, Danville, Va., reported last month.



President Bull

Austin and merge show affairs with those of the Automotive Wholesalers of Texas and the Texas Highway Safety Council.

However, the board did elect additional officers to complete the slate for its 1955 show.

Harry Spear, representative of Moog Industries, Inc., also of San Antonio, was elected first vicepresident and J. B. Wilson, president of the Gulf Distributing Corp. of Houston and president of the automotive wholesalers, was elected second vice-president of the

Walter Frazier, manufacturers' agent of Dallas, is the new treas-

Fourteen of 15 directors attended the May 8 meeting and in addition to those elected for office, those present were: T. C. "Buddy' Garrett, immediate past president, of the Buddy Garrett Auto Supply, and T. H. Everett, past second vice-president, of Better Monkey Grip Co., both of Dallas; John McKinney, Van Norman Co., and



Memorial Day Race...1953. Mile after mile of grinding, twisting, swerving. Death lurking at every turn—at the least break or failure in any vital metal part. And every Marquette weld held tight.

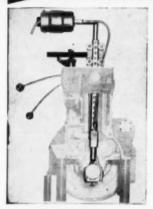
In six years, over 4,000 Marquette welds have been made. Not one has ever failed. That's why, with seconds and lives at stake, Marquette is the official choice at Indianapolis. You can depend on Marquette welding and battery charging equipment, too!



Welding Electrodes and Rods, ARC and Oxy-Acetylene Welding Equipment, Battery Chargers, Tow Cranes

Marquette Manufacturing Co., Inc. • 307 E. Hennepin Ave. • Minneapolis 14, Minn.

INTHEBLOKI Crankshaft Grinding is FAST-ACCURATE-PROVEN!





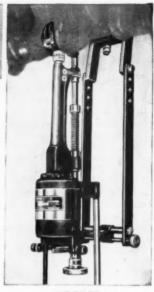
The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive \$446.34. Lathe attachment for using grinder in -\$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals—\$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only—\$770.09. Complete with 2 grinders and one drive—\$1423.54. The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the fort throws on late models where

be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price \$658.95.

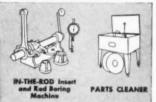
The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflow, Hydromatic, etc., Priced \$83.95.

> Export office: 238 Main St. CAMBRIDGE, MASS., U.S.A.

WINONA TOOL MFG. CO. WINONA, MINN., U.S.A.



IN-THE-BLOK CRANKSHAFT GRINDER







famous BI-FLECTOR with distinctive chrome disc and adjustable clamp Truly remarkable . . . the fastest selling accessory of the year! Be sure to stock ROYAL CORONET, famous BI-FLECTORS

MILLIONS WILL BE SOLD IN '53!

MANUFACTURING & TOOL CO.



Roger O. Bay, former sales manager of the Automotive Division of Cleveland Pneumatic Tool Co., has been appointed sales manager of the Tool Division of Bonney Forge & Tool Works. He will headquarter at its offices in Allentown, Pa.

Planning Gets Underway For NSPA Meeting

Plans are underway for the 1953 annual convention of National Standard Parts Association, to be held Dec. 7 and 10 at Hotel Sherman. Chicago, in conjunction with the Executive Booth Conference on Dec. 8-9 at Navy Pier, Chicago.

"Outstanding speakers, presentations of brand-new business-aid developments in the fields of sales and executive management, as well as effective new programs of industry-wide value and interest initiated and promoted by NSPA are tentatively scheduled," said Les A. Thayer, Belden Manufacturing Co., chairman of the program committee, after the initial meeting.

Other members of the program committee include: Ray Barnett, editor, Jobber Topics; G. Carroll Buzby, president of the Automotive Division of Chilton Co.; John F. Corkery, Thor Power Tool Co.; William C. Herbert, editor, South-ERN AUTOMOTIVE JOURNAL; Jack Loeser, Terre Haute, Ind.; Rick Murbarger, Sealed Power Corp.; Don Palmer, Joliet, Ill., and George F. Yount, Indianapolis, Ind.

Boosters to Place Lines

Automotive Booster Club International, Inc., has opened a national placement office at 55 East Washington St., Chicago 2, Ill. Manufacturers who wish localized or national representation in the United States and Canada may get in touch with member salesmen through this office.

Four Companies Added To Roster of AWDA

FOUR members were added to the Automotive Warehouse Distributors Association at its spring meeting, held last month in Cincinnati immediately preceding the national convention of Automotive Engine Rebuilders Association.

The firms are: Doan Warehousing Corp., Miami, Fla.; Badger Bearing Co., Cleveland, Ohio; B & W Sales Co., Cincinnati, Ohio, and CHAP Associates, Detroit, Mich.

Englehardt Joins Chambers

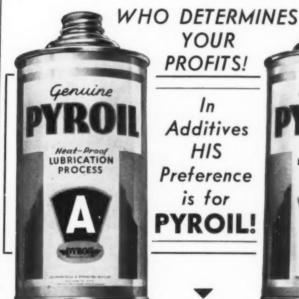
Walter S. Englehardt of Pittsburgh, Pa., a former representative of Sherwin-Williams Co., is now representative and paint specialist for Chambers Automotive Supply, Princeton, W. Va.

"We have added Auto-Lite batteries, Trico, Du Pont No. 7 and Walker oil filters to our lines," Manager Ray E. Houk of Motor Supply Co., Oklahoma City, Oklahoma, reported last month.

Thru his choice of products— IT'S THE MOTORIST MR. JOBBER.

YOUR

PROFITS!



Additives HIS Preference is for



Your salesmen are good no doubt, and can easily land that first order—but the second and succeeding orders are the ones that count—they're the orders that really mean continuous, year 'round profits. It's then that you "cash in" on your salesmen's efforts! Those second and succeeding orders come only after the first order is sold by the dealer. He just won't buy again if the merchandine is slow moving and gathers dust on his shelves.

Pyroil's less than \$1.00 motor treatment, for gasoline and oil, is sweeping the country!

Motorists know they get the BEST FOR LESS with Pyroil. They know Pyroil is a must for regular, premium or heavy duty oil. Pyroil sells fast. The second—third—and continuous orders are a cinch. You sell Pyroil only oncefrom then on it sells itself! 21 years of national advertising has made Pyroil the leader—the motorists' choice.



PYROIL COMPANY

226 Pyroil Bldg. La Crosse, Wisconsin



REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia Southeantral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss. Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas West Coast—M. L. (Bud) Cohn, 1323 Venice Bivd., Les Angeles 6, Calif.







Officers of the Automotive Engine Rebuilders Association, named at the annual convention in Cincinnati last month, include (l. to r.): President Robert E. Phelps, Phelps - Roberts Corp., Washington, D. C.: Washington, D. C.; James H. Templin, Chi-cago, Ill., first vice-pres-ident, and L. J. Messer, Lincoln, Neb., second vice-president. C. W. Yount, Indianapolis, Ind., is treasurer.





POSITIVE INDICATOR eliminates quesswork HANDLES FULL RANGE of rod sizes

WITHOUT PISTON ON ROD CHECKS RODS for

both bend and twist

STRAIGHTENS RODS on the machine

LISLE CORPORATION BOX 1028, CLARINDA, IOWA

it's a good tool ... it's

1903 50th ANNIVERSARY 1953



S. E. Show Attendance Attains 20.279

TTENDANCE at the Southeast A Automotive Show at Miami, Fla. May 22-24 chalked up attendance of 20,279, Manager Foster B. Steward announced.

"It was one of the finest shows we have ever had. The bigger jobbers I talked with said it was the best. Aside from the fine attendance figure, quite a bit of business was written, too," he commented.

New officers have been nominated. Elections will likely be announced at the meeting to be held June 19-21 at Highlands, N. C.

The show was sponsored by 294 jobbers with 184 branches. The 228 exhibiting manufacturers occupied 42,200 square feet of space.

Attendees included 36 overseas

The kick-off cocktail hour, dinner and entertainment were generally termed the best on record by the 418 who bought the available tickets.

Other pre-show events included the MEWA and NSPA conferences and sessions of the officers of Booster International, headed by Herb Cree of Dallas, Texas, presi-

Albert S. Hatcher, Jr., of Macon, Ga., chairmanned the MEWA program drafted by General Manager B. W. Ruark.

Charles E. Kennard of Staunton. Va., led the program for NSPA members which had been drawn up by Executive Vice-President J. L. "Jack" Wiggins.

Manager Steward said the show set one record, he was informed: This was the biggest trade show ever held at Dinner Key Auditorium, a former seaplane hangar.

Webb Patten of Miami was president of the show, the first to be held in that city.

Charlotte Jobbers Meet With Station Group

W HOLESALERS in Charlotte, N. C., met recently with the directors of the Charlotte group of the North Carolina Service Station Association. It was a dinner meeting.

"Mutual problems were discussed and it was agreed that by proper cooperation, many of the problems can and will be overcome to the benefit of all," reported Ivey W. Stewart, Jr., president of Stewart Supply Co., Inc., Charlotte

In addition to Stewart, whole-salers attending included: O. H. Hamby, Ray Glaser, L. A. Love, Jr., Alex Kohn, Robert Hill and W. P. Cassels. Directors of the service station group include: T. Al Browne, W. S. Cox, J. R. Purser, Larry Moore, Floyd Byrum and R. B. Williams.

Farmington Expands Force

Glen Underwood is now working the counter for Farmington Auto Supply Co., Farmington, Mo., and Clyde Barnes has been added to the staff in the store, Don E. Sanders reported last month.

"We have added Sunnen Products to our lines," Royce M. Wills, buyer and sales manager for Plant City Auto Supply, Plant City, Fla., reported last month.

G. K. Linkous of Link's, Danville, Va., left for Paris May 21, where he was to be elected district governor for Rotary International in the western Virginia and eastern Tennessee area. He expected to attend the coronation and visit a number of places in Europe before returning July 1 to take office as Rotary district governor. "I expect to have the most interesting year of my life," commented this well-known jobber.



Koochook Opens Branch

Koochook Co., Inc., St. Louis, Mo., has opened another suburban branch at 1014 Brentwood Blvd. in Richmond Heights, on the "Miracle Mile." Tom Ryan is branch manager.

Three Join Hayes & Hopson

Three employees have been added to the force of Hayes & Hopson, Inc., Asheville, N. C. They are: John Dennis, receiving de-

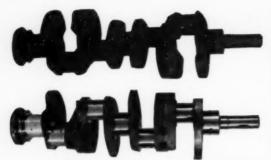
partment; Joe Hernandez, radio, television and appliance department, and Garland Jenkins, shop. Elmer DeHart, a former employee, has returned after a tour of duty in the Navy.

Craig Heads Up Aluminum

John W. Craig has been elected president and chief executive officer of Aluminum Industries, Inc., succeeding Harry J. Hater, who retired after having been with the firm since its inception in 1920.



Make Money on Worn Crankshafts



There is a good profit for jobbers and garages in "ARCWELL"* Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually better than new. Journal surfaces are harder, and the added metal is guaranteed never to flake, loosen, or part from the parent metal.

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBERS Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

Standard Crankshaft & Hydraulic Co., Inc. 2917 Rozells Ferry Rd., Charlotte, N. C.

Phone: 6-2374-5-3469

Holston Remodels Store

Holston Auto Supply Co., Kingsport, Tenn., is remodeling its store. The building now used as a warehouse will become the main building and include the counter and office space. Glass-enclosed offices will be built on a mezzanine. The main counter will be 50 feet long. The whole store will be given a modern appearance.

"In response to your questions on expansion, we have ordered a Tobin-Arp diamond-boring-method pin-fitting machine," reported President L. U. Thompson, Jr., Thompson Auto Supply Co., Inc., Hattiesburg, Miss. "This is in keeping with our policy to maintain the most complete automotive machine shop in the Hattiesburg trade area to render our customers the best possible service.

"We have changed to Whitaker battery cables and added the Niehoff ignition line," Don E. Sanders, Farmington Auto Supply Co.. Farmington, Mo., reported last month



REPRESENTATIVES:

Mfrs, of Precision Wheel Aligning Products

Ala. Miss.

P. M. LANCASTER 70 - 4th STREET, N.W ATLANTA, GEORGIA Va., N. C.

RALPH B. SEYMOUR P. O. BOX 812 RALEIGH, N. C.

Florida

FOREST E. SHAMBOUGH 6000 S.W. 8th STREET MIAMI, FLORIDA



ENGINE SHAMPOO \$1.00 Size Concentrate MAKES 2 GALLONS

GUNK SUPER CONCENTRATE
DILUTES with low-cost kerosene
or fuel oil distillate and cleans
engine blocks faster and more
completely than steam cleaning,
in quart and larger sizes at wholesale automotive jobbers throughout country. Extra strength,
ready-to-use Gunk in plnt containers is available from any of
the Harley-Davidson motorcycle
dealers everywhere.



RAJAH PAT. HAND CRIMPING TOOL



NOTE-The simplicity of this Tool It strips and also crimps Rajah Terminals to **Ignition Cable**

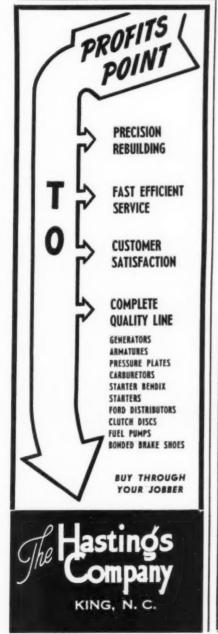
Order from your jobber or direct from us. Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

Atlanta Warehouse to Open

Auto Parts Warehouse, Inc., will open around August 1 at 302 Whitehall St., S. W., Atlanta, Ga., with C. S. Reid as manager. It covers 15,000 square feet and will offer emergency service around the clock. A list of lines handled will be announced later, Reid said.

"We have added Borg-Warner to our list of suppliers," Max M. Goins, stock record clerk of Holston Auto Supply Co., Kingsport, Tenn., reported last month.



N. C. Membership Nears 100 Mark

In a little more than three months from organization date, membership in the North Carolina Automotive Wholesalers Association had reached 70 and was climbing toward the 100 mark.

"NCAWA truly represents the automotive wholesaling industry of North Carolina, from both the standpoint of location of its members, as well as types of wholesalers, large and small," said Jesse F. Jones, Jr., executive secretary.

The board of directors has set its goal at 200 members to assure a strong voice in state affairs and to provide adequate financing for a full program of service, Jones said.

Harold Jordan Succumbs

Harold W. Jordan, who was president of Automotive Booster Club B-6 about 15 years ago, died recently at Hazleton, Pa., where he was personnel director of the Electric Auto-Lite plant. The survivors include his widow.

Now you can refinish the inside of the car



MILLER'S FABRIC RENEWER

applied to headliners, door panels, carpet, leatherette, rubber mats, gives inside that brand-new appearance.

Also does a Bang-up Job for CONVERTIBLE TOPS

Packed in quarts and 12-ounce pressurized cans.

Write Dept. SA for literature and color chart.

MILLER MANUFACTURING COMPANY OF CAMBEN, N. J. CAMBEN S, NEW JERSEY

N. C. Force Wets a Line

Fourteen members of Hayes & Hopson, Inc., Asheville, N. C., recently enjoyed a weekend fishing trip to Fontana Lake. "Not too many fish were caught but I can report that several 'suckers' were taken," said O. L. "Pete" Garner, secretary-treasurer. "All had a fine time."

Ed Bramlett, formerly of Atlanta, Ga., has joined the staff of Holston Auto Supply Co., Kingsport, Tenn.

"We have taken on the Mallory line," John D. Gift. owner of Dunbar Motor Parts Co., Dunbar, W. Va., reported last month.



The sensational new device that will revolutionize driving habits!

ECON-O-LITE is a precision-built vacuum switch with a red dashboard light. When engine vacuum drops below minimum efficiency range, red light flashes—indicating power loss and waste of gas from too fast acceleration or lugging the engine. Raising foot lightly restores power. Red flash can be seen without taking eyes from road.

ECON-O-LITE FITS ANY CAR, automatic or manual transmission. By observing light, driver improves driving habits, with resulting savings in gasoline and improved engine performance.

ECON-O-LITE is easily and inexpensively installed



Thexton MFG. CO. Minneapolis, Minn

ASK YOUR JOBBER

Now You Can Open Up CLOGGED RADIATORS

in less time with less work

Here's a brand new compound especially developed for boiling-out badly clogged radiators. The name—Oakite Stripper R-6.

Stripper R-6 has powerful sludge-removing properties that help speed up radiator reconditioning. May also be used successfully for hot-tank cleaning of iron, steel, copper, parts before repair. It will make short work of paint-stripping too, when used with the Oakite Steam-Detergent Gun or by Hot-Flow On Method. Check these extras:

- Speeds up soldering jobs!
- · Economical! Solutions last a long time
- Rinses well! No Residue
- Safe! Water-mixed.

Your local Technical Service Representative will gladly demonstrate Oakite Stripper R-6. Help set-up an efficient radiator reconditioning lay-out.

VALUABLE BOOKLET No. 4401 tells how to clean radiators...how to clean motors and chassis ...descale blocks...strip paint...degrease parts. Write for your copy today. Oakite Products, Inc., 52F Rector Street, New York 6, N. Y.





Technical Service Representatives in Principal Cities of U.S. & Canada

Keep carburetors clean for full engine power and sure starting

SPARKLER Rayclean Gasoline Filter —

with rayon filtering element that stops microscopic rust particles and fine dirt present in almost all gas tanks,



Can be installed in the fuel line of any car in 15 minutes. No support brackets needed. No by-passing — simple replaceable filtering element.

Price \$2.15

Excise tax included

The SALES DOOR is wide open for volume gasoline filter business to every jobber who can supply a light weight, fine filter. Don't let a stock of heavy filters you may have on hand stop you from getting quick sales with Sparkler Rayclean filters.

SPARKLER MANUFACTURING CO. MUNDELEIN, ILLINOIS

Makers of industrial filters for petroleum and chemical products
for over a quarter of a century.

MOPSY



Belden

(Jutomotive WIRE

Officers of Ford Merchandising School graduates of the Southeast region, elected at the annual meeting recently in Savannah, Ga., are shown with Ford Division personnel (l. to r.): C. Gordon Johnston, regional sales manager; Donald E. Davidson, Miami, Fla., secretary-treasurer; John F. Heflin, dean of the school; President Clayton N. Eastlack, Jr., Woodbury, N. J., and J. R. Israel, Birmingham, Ala., vice-president.

News Briefs

(Continued from page 65)

SAJ's major emphasis on safety during 1952 was centered in the November issue, which was built around the theme "Safety Sells Service—Make Today's Cars Safe for Today's Highways."

Ford Will Construct East Coast Plant

FORD Motor Co. has announced plans to build a car and truck assembly plant in the Greater New York area to help serve East Coast dealers. It will be the largest Ford Division assembly plant, both in manufacturing space and capacity, and will make a full line of cars and trucks, according to L. D. Crusoe, vice-president and general manager of the division, who announced details.

Earlier this year Ford announced plans for an assembly plant at Louisville, Ky., to serve the Mid-Southern market. It will be designed for two-shift operation.

Nichols Named at St. Pete

Gordon Nichols of Nichols Brothers (Hudson) has been elected president of the St. Petersburg (Fla.) Automobile Dealers Association. Alan Peterson, DeSoto-Plymouth, is vice-president and W. J. Grant, Jr., Ford, is secretarytreasurer.

Dalton Named for Beaumont

H. B. Dalton has been named manager of the Associates Investment Co. branch in Beaumont, Texas. A native of Little Rock, Ark., Dalton formerly was a representative at Baton Rouge, La. He has also worked in the branch at Little Rock, Ark., his home town.





Car Factories Promote Brake Safety And Merchandise Periodic Inspection

Major Car Manufacturers are actively promoting regular brake inspection and service. New 1953 car factory Owner Manuals specify brake service every 5000 to 6000 miles. Follow this program to capture <u>your share</u> of this tremendous market..

- 1. Equip your shop for precision service with a complete Barrett Brake Department
- 2. Aggressively advertise and promote brake service
- 3. Use a Barrett Pedal Checker to test brakes on every car that drives in
- 4. Pull a wheel-sell complete brake jobs plus wheel packs and lubrication

Every Barrett Department is equipped with the famous Brake Dokter, DRUM Dokter, plus all essential machines and tools for 100% precision safety brake service.

Ask Your Jobber:

BRAKE SERVICE, LIKE LUBRICATION, MUST BECOME A REGULAR MOTORING HABIT

BARRETT EQUIPMENT CO. • 21st & CASS • ST. LOUIS 6, MO.
The World's Finest Brake Service Equipment

MUFFLERS AND EXHAUST SYSTEM PARTS MERIT

* WITH CUSHION-AIRE SOUND KILLING CHAMBERS The Complete Top Quality Line



& ASSOCIATES

WRITE OR PHONE

- EXCLUSIVE FRANCHISE
- REDISTRIBUTION PROGRAM
- NATIONALLY ADVERTISED
- SOUTHEAST WAREHOUSE



WARREN KATZ & ASSOC.

1728 Johnson Road N.E. Atlanta 6. Ga. VErnon 5398 or ATwood 1412



ACCURATE WHEEL WEIGHT

THE BEST in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

NO SLIP—NO FLEX—After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

setting or the cup.

GET THE FACTS about the ACCURATE line which
also includes castor shims, flat spacer rings and the
new contour spacer rings for coil spring knee action.

SOLD ONLY THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY

P. O. Box 1063

AMERICUS, GA.

NO. 645 WET VALVE FACE GRINDING MACHINE

More Dollar Value Than **Ever Before**

NEW — different — out-standing features: Wet grinds VALYES, VALVE STEM ENDS, TAPPETS and ROCKER ARMS — producing finest finish and factory precision. Ask the SIOUX Jobber for full particulars.

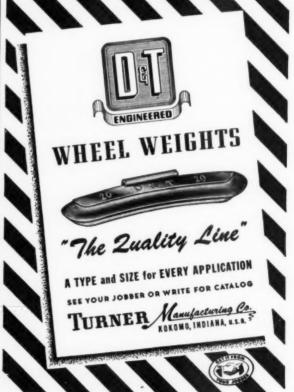
Sold only through Authorized SIOUX Distributors

Albertson & Co., Inc.



Sioux City, Ia.





Continuing Insurance-Sales Rights Supported by Missouri Association

RESOLUTION opposing any laws which "deny or curtail retail automobile dealers' right to sell or place insurance on automobiles" was adopted by the Missouri Automobile Dealers Association at its convention at St. Louis last month. (Photo on page 159.)

The uniform insurance agents and brokers qualifications and litrade," the resolution stated.

Other resolutions adopted by the convention supported the uniform traffic code, petitioned Congress to eliminate the increase in excise taxes that were placed on cars and trucks during World War II. recommended a thorough overhaul of the present Missouri laws assessing license fees on non-commercial vehicles and opposed any return to federal credit regulations.

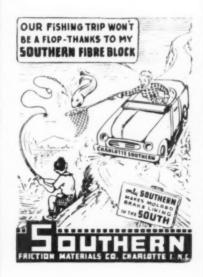
E. C. Quinn, president of Chrysler Division, was one of the principal speakers at the meeting, talking on "Automotive Revolution."

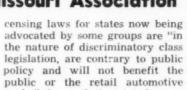
Dr. Alfred P. Haake, General Motors consultant, spoke on "Looking Ahead."

Rex M. Whitton, chief highway engineer for Missouri, outlined the highway-improvement program for the next ten years.

Evans Goes to Oklahoma

Ted R. Evans, formerly at Beaumont, Texas, has been named manager of the Oklahoma City, Okla., branch of Associates Discount Corp.







RUBBER LUBRICANT

STOPS SQUEAKS from RUBBER PARTS



Here's a rubber lubricant your customers can rely upon . . . because penetrates deeply, lubricates perfectly, yet it does not contain petro-leum oils or solvents that cause rubber to swell or rot.

Especially formulated to stop squeaks and groans from the rubber parts of spring shackles, shock absorbers, stabilizers, steering columns, motor and body mountings.

AVAILABLE IN: GALLON, 5 GALLON SIZES

Write today for catalogue on Parko's 57 Laboratory Tested Automotive Products

PARK CHEMICAL COMPANY 8074 Military Ave., Detroit 4, Mich



but you please 'em all with this COMPLETE LINE!



VAC-U-MOW is the rugged, powerful •King of the rotaries, with patented vacuum action mower base; 20" safety •blade; 2 h.p. 4-cycle gasoline engine; back exhaust; direct drive.

K. C. ELECTRO-MOW-16" blade; •1725 r.p.m. motor approved by Underwriters Laboratories.

K. C. TRIMOW-18" blade: 2 h.p.: • 4-cycle gasoline engine; back exhaust; direct drive.



SIDE-KIK, Model 340-17" blade; 2 •h.p.; 4-cycle gasoline engine; side exhaust; direct drive.

SIDE-KIK -- Completely pulverizes cuttings. It has the patented shock-proof eclutch; 17" blade, 1.6 h.p., 2-cycle gaso-·line engine: side exhaust; direct drive.

K. C. MOW-20" blade; 2 h.p., 4ecycle gasoline engine; back exhaust; belt drive.



GET EVERY BRAKE JOB RIGHT EVERY TIME

BENDIX* Factory-New Lined Brake Shoes

- End exchange headaches
- Speed brake repairs
- Assure a known profit
- Protect your reputation for quality

*REG. U.S. PAT, OFF.

BUILT, BACKED AND PACKAGED BY THE MOST TRUSTED NAME IN BRAKING

Ask your jobber

BENDIX PRODUCTS DIVISION of

SOUTH BEND, INDIANA





Trouble-Free QUALITY Valve Refacer



K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA

WET VALVE REFACERS . VALVE SEAT GRINDER SETS . STUD WRENCHES VALVE SEAT INSERTS . RESEATER SETS . ELECTRIC DRILLS . SANDERS ROD ALIGNERS . POLISHERS . HAND GRINDER SETS . REAMER DRIVES

Nobody throws away a pair of shoes when the shoe laces break....

no need, either, to junk those faulty

tail pipes! Repair them easily with

Quaker Supreme-TAIL PIPE



4 numbers give 100% coverage! No inventory problems Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper, tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO. * SOUTHWEST REP.: HIRSIG-FRAZIER CO.

Quaker Supreme Chemical Corp.

QUALITY BORE JOBS ARE ALWAYS POSSIBLE!

IF YOUR CUTTERS ARE AT THE MAXIMUM SHARPNESS REQUIRED FOR THE CARBIDES.

ONLY Stadoil Diamond Lapping Oil lubrication on your diamond wheels assures that degree of sharpness.

Since 1935 the standard of all quality jobbers shops



The green lubricant in the green container.

All jobbers know of Stadoil and quality jobbers are all using Stadoil Diamond Lapping Oil. Tell your jobber you desire the best, ALSO. If your jobber will not supply you, send us your order and your jobber's name. Sizes 1/2 pint, pints, quarts, 1/2 gallon and gallon sizes.

STADOIL MANUFACTURING COMPANY

HONE-ROUGE for those cylinder finishes you have always sought, is also a product of ours. Used by thousands.



Officers of the Missouri Automobile Dealers Association include (l. to r.): Herbert C. Kincaid, Kansas City, first vice-president; President Hubert L. Tate, Chevrolet-Oldsmobile dealer of Gallatin; A. H. Roeper, St. Louis, second vice-president, and J. M. "Tom" Allton, Columbia, treasurer. (Convention story appears on page 157).

TBA Selects St. Louis For 1953 Meeting

THE annual national meeting of the Oil Industry TBA Group will be held Dec. 7-8 at St. Louis, Mo., with three hotels, Chase, Park Plaza and Forest Park, as convention headquarters.

Registrations and requests for

hotel reservations should be addressed to Roy Maddux, Cities Service Oil Co., P. O. Box 5839, Kansas City 11, Mo.

Kentucky Pioneer Dies

Huber E. Leland, 76, who opened the first Ford dealership in Louisville, Ky., in 1903, died last month at St. Petersburg, Fla. He had retired to Dunedin, Fla., some years ago. Leland was born Hubret Levy and did business under that name for many years before having it legally changed to Huber E. Leland some years ago.



Get extra profit-per-gallon Use Twin-T EBONY BRITE . . . the concentrated intense black that restores the original "new look" to black tires. Applies in a jiffy. Will not crack, peel, or give an "off" color. I to 55 gallon sizes. This and other Twin-T automotive chemicals available through your jobber.

TWIN-T LABORATORIES

Manufacturers
GREENVILLE, S. C.





ADVERTISERS'

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

^	Chilton, J. R	Gee Gee Sales Co	Kneavel, W. S
Aaron Co., Wesley O *	Cleveland Pneumatic Tool Co. 10	General Elec. Co. (Lamps)	
Accurate Parts Mfg. Co *	Clevite Service, Inc 44	General Sales Associates	
Accurate Weights Mfg. Co 156	Cochran, Floyd J.	Gille & Sons, Geo. W 39	L
Ace Rubber Company146 Acme Air Appliance Corp108	Cole, S. J	Glover, Chas. A	
ceme Quality Paints, Inc 25 L. C. Spark Plug Division	Cole-Hersee Co	Grantello Sales Co. 19 110 153	
(Spark Plugs)12, 13 dvertising Council *	Commercial Credit Co 81 Connell Co., J. S	Green, Paul B	Lamb Co Russ
irtex_Automotive Corp 110	Coneland Rudy	Greenfield Sales Co	Lamson & Sessions Co1
lan Sales Co			Lapp, Wm. R
lbertson & Co	Crabtree, E. L. * Craft, E. G. * Craig, Hugh M. 112	Griffin Lamp Co. * Grizzly Mfg. Co. * Grote Mfg. Co. 106 Guida Lamp Division 16	Ltd.
Illied Battery Co	Craig, Hugh M112	Guide Lamp Division *	Lawson-Abbott Leahy, Edw. T.
Aluminum Industries, Inc 111 American Brakeblok Division *	Crane, Houston	*	Lee Co., K. O
merican Hammered Division *	Cree, Herb M 106, 153, 157		Lempco Products, Inc Libbey-Owens-Ford Glass Co1
mmco Tools, Inc *	Cree, Herb M.	Н	Lillmars, E. G
Indrews Mfg. Co	Culling, R. B		Lincoln Engineering Co Lincoln-Mercury Division
P Parts Corp	Cue Catalog Co	Hamilton, G. O	Link & Chambers Sales Co.
ro Equipment Corp 39	Curtis Pneumatic Mchy. Co. *	Hardin, L. R	Lisle Corp
rrow Armstures Co *		Hart & Foster* Hastings Co., The	Longdon, Stan
ssociated Investment Co 18 uto-Lite Battery Corp 90, 91	D.	Hastings Mfg. Co.	Lynn & Hemphill
uto Test, Inc	D	(Piston Rings) Third Cover	Lyon, W. L
utomotive Equipment Mig.		(Filter Division) * Heath, Geo. D	
Co	Damron, H. C 7	Heckethorn Mfg. & Supply Co. * Herbrand Division*	
yd Co., Don	Daniell, Johnnie155, 158, 161 Davison George*	Hershey Maxim * Hershey Metal Products, Inc. *	M
	Delco-Remy Division *	Hershey Metal Products, Inc. * Hertzberg Sam151, 153	
	DeKoven Mfg. Co 4 DeSoto Division 30	Hirsig & Co., Lawrence M.	
	DiCello, Tony	Cover. 88, 113, 148, 158, 162	Major, Jan
	DiCello, Tony	Cover, 88, 113, 148, 158, 162 Hirsig-Frazer Co.	Manley Valve Corp.
	Dobivanski, M. O 98	Hirsig-Frazer Co. 10, 148, 149, 152, 158 Hoeler, E. M86, 110, 121	Manley Division Manley Valve Corp. Marquette Mfg. Co
ailey, David	trouge trivialou		
aker, Wm	Douglass Muffler Co 159 Downey & Co., Herman J *	Hoffman, A. W. 131 Holmes Co. Ernest 102 Homestead Valve Mfg. Co. *	Martin-Senour Co
ay Mfg. Co	duPont deNemours & Co., Inc.,	Homestead Valve Mfg Co *	Maupin, Frank E
man, mark	E. I., Zerone-Zerex Division 2 Durkee-Atwood Company	notels Affiliated National146	
Mariana Co 97	Second Cover	Huber, Jerry & Sons 17, 133 Hudson Motor Car Company 105	McClintock Sales Co
elden Manufacturing Co 154	Dwiggins, Ford	Hughes, T. D*	McDenald, Carl J.
ell Co., Inc		Huot Mfg. Co 96	McDonald & McPherson Co 149 McNaughton, Lee
endix Products Div 144, 158	E		McQuay Norris Mig. Co
ernard, J. C	-		
ncent, A. E		1	Miller Sales Co., Jess 131, 150
nka Mfg. Co. ack, R. S. ack & Decker Mfg. Co.	Earl, John W		Miller, M. H. Miller, Mfg. Co
	Ebeling, P. H	Imco Mfg. & Sales Co., 110, 156	
chm, full		Imperial Brass Mfg Co. *	Monego Auto Fouinment Co 16
nney Force & Tool Weeks t	Eckart, Hugh R	Ingersoll-Rand Co *	Monroe, E. R. Moog Industries, Inc
wer Roller Bearing Co., Div. 14	19, 88, 125, 148, 151, 158		Mosher, W. A
wer Roller Bearing Co., Div. 14 wes 'Seal Fast' Corp 132 wles, Stanley D	Egan Mfg. Co., H. B * Eis Automotive Corp 86	J	Motive Equipment Mfg. Co.,
wing & Powell 138, 146 eze Corporation, Inc * dges & Assoc., Roy 148	Electric Auto-Lite Co.	3	Motor Vehicle Research, Inc
eze Corporation, Inc *	(Merchandising Division)		
ggs Shock Absorber Co *	(Parts & Service Division) *	Janeway Zwisler *	
gan, F. J	Electric Storage Battery Co. *	Jayne, Albert	N
rgler, Herman H.	Etherton, Wayne L	Johnson Bronze Co:134	
ck Motor Division 89	Ethyl Corp * Evans Co., John F *	Johnson, Harvey	Wasing a Automotic Trans
	Diana Co., Dona F	Jolly Sales Co., John T149 Jones, Stafford *	National Automotive Parts Association
s, Sidney	r	Jones, Stafford *	National Machine Works125
	C .		National Motor Bearing Co.,
		V	NAD Used Car Guide Co 130
	F & B Mfg. Co *	N.	New Britain Mach. Co
	Federated Metals Div 100 Federal-Mogul Service 23		Nicholson, Harry 88
John H	Federated Mutual Implement &	K-D Lamp Compar, .109	Nicholson, Harry 88 Niehoff & Co., C. E. * Norton, K. W. 103
hton & McEvoy	Hardware Insurance Co * Felt Products Mfg. Co *		Nowlin, Frank, 26
ion, Xylander		Katz, Warren and Associates 156	
. C. C	Filterzone * Fitzgerald Mfg. Co 6	K. C. Mower Co	
r Rapida Engineering Co. 37	Fram Corporation *	Keller, F. J. Second Cover, 150 155	0
	Fulton Company *	Ken-Tool Mig. Co	
mp-Items, Inc		Kester Solder Co. *	Oakite Products, Inc154
mpion Lab		The state of the s	transfer Liumners, Inc 104
mpion Lab	6	King Quality Products Co 127	Oldsmobile Division *
mpion Spark Plug Co 28, 29 ney, W. C	G	King Quality Products Co 127	Oldsmobile Division * Oleson, Don
mp-items, Inc. mpion Lab mpion Spark Plug Co. 28, 29 ney, W. C	Garberson, D. D	King Quality Products Co127 Kitchens, William	Oldsmobile Division * Oleson, Don 150 Ottmer-Scrivner Sales Co. * Owatonna Tool Co. 126 Owen, J. C. *

INDEX

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

Poynter, L. A. 158	Park Chemical Oo. 157 Packard Elec. Division * Pennzoil Co. 139 Perfect Circle Corp., Front Cover Perfect Equip. Co. 131 Perfect Farts, Inc. * Perfection Gear Co. 27 Permatex Co., Inc. 1 Petryman, J. R. 101 Peters. S. A. 156 Peterson Welding Laboratories. 15 Inc. 95 Petroleum Chemicals Co. * Petroleum Solvents Corp. * Poindexter, C. M. * Polansky, Max 86	Styron Suggs, Sunnen Swanm Sykes
Rajah Company	Poynter, L. A. 158 Price Battery Corp. 15 Proto Tools * Pullman Vacuum Cleaner Corp. 161 Pyroil Co. 149	Trico Tung-So Turner Tuthill
Rajah Company		
Sanderson Co., Geo. 151	Rajah Company	U. S. It United
Sanderson Co., Geo. 151	Rankin, Jas. W	United
Sanderson Co., Geo. 151	Reed Unit-Fans, Inc 144 Reeves, Bert	٧
Sanderson Co., Geo. 151	Richite Mfg. Co.	V. M. Van Cle Van No Vaughn, Vellumo Victor I Virginia Co. Vitalie Vogel S Voit Ru
Smith, Russell K. Snugl, Wheel Weight Mfg. Co. Snyder, W. A. Wilkinson Williard Williams.	S	
draulic Co., Inc	Smith, Russell K. Snugl, Wheel Weight Mfg. Co. Snyder, W. A.	Wadswor Walker, Walker, Wallace, Wallace, Wallace, Ware, E. Warwick Ways, A. Weaver Westingh Whalen, Wilkenin Wilkinson Wilkinson
Storm-Vulcan, Inc 22 Yaras, M	draulic Co., Inc	Yankee 1
	Storm-Vulcan, Inc 22	Yaras, M

	Strausz, C. Y
	T
	Tapp, James F
	U
	U. S. Industrial Chemicals Co. 16 United Motors Service * United States Treasury *
	V
	V. M. C. System
1	Voit Rubber Corp *
1	Wadsworth, F. L. Jr

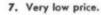
Wadsworth, F. L. Jr. 86 Wagner Electric Corp. 40, 41 Walker, A. J. 20, 21 Walker, Mfg. Co. 20, 21 Walker, Sidney 26 Wallace, Stanley K. 26 Wallace Wally 8 Ware, E. F. 6 Warwick Laboratories Co. 8 Ways, A. 27, 153 Weaver Manufacturing Co. 9 Westinghouse Air Brake Co. 107 Whalen, H. H. 121 Whaley, H. A. 121 Whaley, H. A. 121 Whaley, H. A. 121 Wilkening Mfg. Co. 8 Wilkinson-Wilcox Co. 8 Wilkinson-Wilcox Co. 9 Willams Storage Battery Co. 133, 34, 35, 36 Williams, Frank H. 98, 108, 114 Williams, Holmes C. 108 Williams, Holmes C. 108 Williams Wyvel T. 156 Williams Wyvel T. 156 Williams Wyvel T. 156 Williams Wyvel T. 156 Williams Wilkinson Ronald H. World Bestos Corp. 128, 129

Yankee Metal Products 103 Yaras, Max 146, 148

Self-Service AUTO-VAC WITH ACCORDIONS HOSE

Vacuum service (just like free air) gets and keeps customers. Install a Pullman AUTO-VAC, the only vacuum specially designed for sell-service.

- 1. No outside bag to snag or tear.
- Exclusive Pullman Accordion Hose stretches to front and back seats without moving machine. Not damaged if run over.
- Removable casters for safe positioning on island.
- Easily carried in at night. Only 30 lbs.
- 5. Attractive welded steel case.
- 6. All-day capacity of 11/2 bushels.





Mfr: PULLMAN VACUUM CLEANER CORP., BOSTON 19, MASS.

Pullman	Vacuum	n Clean	er Cor	p., Bosto	n 19, Mc	185.	
				ease have the Pulln			

SIGNED

STREET

STREET

ZON

STATE

There are profits for you profits for you in these top automotive lines

You can depend on the lines in this folder...

LAWRENCE M. HIRSIG & CO.

AMERICAN NATIONAL BANK BLDG.

JACKSONVILLE 7, FLORIDA

and on the men who carry it!

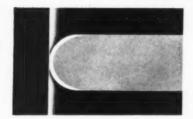
They are Automotive lines that give you finest quality, greater value and quick turnover. They are produced by basic manufacturers and backed up by outstanding merchandising programs. The Hirsig Organization is made up of a total of 43 men and women trained and experienced in the automotive industry—prepared to render a complete automotive sales service in the South.

Tough..but oh so Gentle!

Tough on Oil-Pumping, Gentle on Cylinder Walls

Regular or Chrome Sets for All Passenger Cars—Hastings gives you both a regular and a chrome-faced piston ring set for all popular passenger cars—*Motor Engineered* around the famous Steel-Vent oil control ring for each make and type of engine, for each engine condition and operating need, for all replacement service: re-bore, re-ring and re-sleeve.





Gentle because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.



Gentle because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.



Gentle because Steel-Vent's flexible, low-tension innerspring works only against the steel sections—holds them on the cylinder wall with soft pressure.



Result: maximum life, minimum wear. No wonder Hastings Steel-Vent is nationally known as the ring that stops oil-pumping, checks cylinder wear, restores engine performance.



for MORE PROFITPOWER...Here's where to PUT YOUR FINGER!

NOTHING ELSE even looks like this

most important single difference in Piston Rings...

RAMCO No Gap Spiro-Seal!

Put your finger on Spiro-Seal's "no-gap" construction for an exclusive reason why Ramco Rings are genuinely all-purpose rings! It is this patented continuous circle construction that makes possible the automatic adjustment of the wall contact to the exact requirements of each engine! ASK YOUR RAMCO JOBBER FOR FREE "INSIDE FACTS" BOOKLET or write Ramsey Corporation, St. Louis 8, Missouri. A subsidiary of Thompson Products, Inc.

